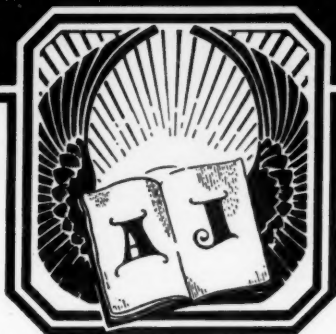


# *The* AUTHOR & JOURNALIST

HOW TO WRITE

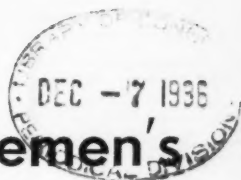
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1936

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## The Writer and Longshoremen's Wages

By HARRY ADLER

## What Is Action?

By ARTHUR HAWTHORNE CARHART

## Current Verse Markets

By JAMES NEILL NORTHE

## Juvenile Tabus—and Ideals

By DENNIS H. STOVALL

Quarterly

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## Checks and Rejections

Letters to the Editor—Comment from  
Writers—Editors—Readers

WE'RE NOT OMNIPOTENT

At least once a month we receive a reproachful letter like this:

Dear Editor:

I sent several manuscripts to \_\_\_\_\_ Magazine, which I found listed in The Author & Journalist. After waiting patiently for a report, I wrote a letter of inquiry. My letter has been returned with the notation, "Out of Business." I thought that if the magazine was listed in The Author & Journalist I could depend on it.

The confidence displayed in our editorial acumen is touching, but at the same time embarrassing. Again we must assure such readers that we are not omnipotent, nor are we blessed with clairvoyant powers enabling us to see into the future. We do not know in advance what magazines, publishers, syndicates, are going to "go bad." If an editor informs us that he will buy stories at 2 cents a word, paying on acceptance, and then pays half a cent a word six months after publication, or never pays at all, or goes out of business with a carload of submitted manuscripts unaccounted for, we can only report the fact AFTER it has occurred, and thus warn others. Would that we could tell in advance that such things are going to occur; but frankly, we can't. Our powers of seership simply do not extend that far.

The function of the A. & J. Handy Market List is primarily that of a directory. To suggest that we should guarantee the reliability of some 700 magazines listed in this directory is as far-fetched as to ask that the same guarantee be given for all the concerns listed in a city or telephone directory. Readers know, however, that the A. & J. does attempt to supplement such information with facts concerning the treatment of authors by the periodicals listed.

GIVES VETERAN WRITERS FOOD FOR THOUGHT

Dear Hawkins:

Just a line to congratulate you, as well as Sewell Peaslee Wright, on his article in your September issue—"So You're Going to Revise Your Story." There's real meat in this article. A appreciate it all the more because I've reached identical conclusions after a lot of hard work. It took me several years to realize that learning how to write had little to do with learning how to revise. Some writers spoil spontaneous writing by revision, due simply to the fact that they haven't really studied the rules of revision.

God knows, in my earlier days of quantity production, I hit the high-spots on revision, and what I did, didn't help much. Now it seems as though I can write a book in ten days, but I put in four months on revising it. I'm gradually learning something about revision, rhythm, and balance. Before I quit I'll learn more.

Articles which can give a veteran writer food for thought don't grow on bushes, and I only wish you'd juggled that article out of Wright two or three years sooner.

Keep up the good work.

Sincerely,  
ERLE STANLEY GARDNER.

VANITY PUBLISHER INDICTED

The Publisher's Weekly for November 7 contains the following report:

William R. McDaniel, also known as James H. William and Russell Rutherford, was indicted by a Federal grand jury last week for operating a literary racket through misuse of the mails. The indictment charged that McDaniel advertised in various newspapers soliciting manuscripts from new authors on behalf of the Empire Publishing Company, 551 Fifth Avenue, New York. The indictment further charged that he induced the authors to advance sums of money in the belief that the Empire Publishing Co., which he headed, would publish their works. He also, it was further charged, promised to release advance publicity about the authors and their "to be published" works to reviewers and to sell many copies prior to publication through the Empire Publishing Company's staff of "twenty salesmen." The entire scheme and organization, according to the indictment, was based on fraud.

Published Monthly at 1837 Champa Street, Denver, Colorado. Founded, 1916. Willard E. Hawkins, Editor; John T. Bartlett, Business Manager. Associate editors: John T. Bartlett, Harry Adler, David Raffelock, Frank Clay Cross. Entered as second-class matter April 21, 1916, at the Post Office at Denver, Colorado, under the act of March 3, 1879. All rights reserved. Subscription rates: \$2 per year, in advance; Canadian subscription, \$2.25; Foreign, \$2.50. Single copies, 20 cents. Advertising rates furnished on request.

# THE AUTHOR & JOURNALIST

VOL. XXI. NO. 12

DECEMBER  
1936

## THE WRITER AND LONG-SHOREMEN'S WAGES

... By HARRY ADLER

Mr. Adler is associate editor of *The Author & Journalist*, in charge of manuscript criticism. His own work has appeared in a variety of magazines, principally in the detective-story field. He is a past president of the Colorado Authors' League.



Harry Adler

WHEN I was younger, a popular wise-crack, was to retort: "What's that got to do with the price of butter?" Upon reading the above title the reader may be tempted to make a similar retort; but I shall attempt to prove that there is a very definite relationship between the wages

of the working class and the welfare of the professional writer.

In the days when literature was purely an art, the author was envisioned as a recluse dwelling in an ivory tower, engrossed in the workings of his own soul, giving utterance to those spiritual promptings that stirred within him. Today, of course, there are still such literary artists—and let no reader of this interpret any single word of mine as a disparagement of such writers. But writing today is also a profession; undoubtedly the great bulk of published work today is produced by journeyman writers, craftsmen, professionals, who engage in the literary craft as an economic activity upon which they rely for the acquisition of money to supply themselves and their families with the necessities of life, plus such additional comforts and luxuries as may be possible. It is to such writers that this

article is addressed—particularly to fiction writers—and more particularly still, to pulp fiction writers.

Where are the largest numbers of readers of popular magazines to be found? Take a short walk along the street. The taxi-driver at the curb, waiting for a fare, is immersed in a Western story magazine; the carpenter, sitting in the shade of a construction job during the lunch hour, peruses a magazine of lurid mystery; the five-and-ten salesgirl, hurrying back to work, has tucked under her arm the latest copy of a pulp love book. It is far and away the working class that creates the market for the writer of popular fiction.

A century and a half ago the writer was a subsidized dependent upon the favor of some noble patron. Reading and writing being the accomplishment of only a small, aristocratic group, support by the sale of a writer's productions to a widespread public was impossible. But the establishment of the public school and the growth of universal, compulsory education changed all that. Today writing is a "mass industry"; professionals, working in systematic fashion, produce fiction on a scale comparable to the modern industrial plant; and this vast literary product, like the industrial product, must find a broad mass market for its absorption. The welfare of the fiction writer depends not upon his readers on Park Avenue, but those on Fourth Avenue—not upon his readers among the Long Island country-club set, but upon those in the Bronx and in Harlem, on the docks and in the factories and mills and behind

the store counters. Margaret, the Junior Leaguer, reads, "Gone With the Wind" in order to acquire the patina of culture consonant with her position, but Maggie, the waitress in the hamburger joint, reads *Love Romances*. (No slur or sneer at "Gone With the Wind" or any other fine literary work intended.)

But magazines cost money—not much per unit, it is true, but nevertheless, when a truck driver feels the pinch of low wages, even fifteen cents for a magazine looms big, when balanced against another quart of milk for the baby. By most people, especially the non-intellectualized group indicated above, reading matter is not considered one of the essentials of life; it is chiefly a luxury, and money spent on it is a pastime expenditure, rating below the movies and smoking. A man with fifteen cents in his pocket will buy a package of cigarettes and merely cast a regretful eye at the magazine rack as he leaves the cigar store; but with thirty cents in his pocket he will buy both cigarettes and a magazine.

I have no desire to inject a political argument into this article; but now that the election is over, and the charge of political propaganda cannot be made, I feel it proper to say that in my opinion every writer who is unsympathetic with the social program of the current political trend is blind to his own professional interests. Through old age pensions, social security measures, the backdoor encouragement of labor organization, etc., an attempt is being made to mold our social structure so as to raise the income level of the mass of the workers and reduce their hours of labor—the complement of the latter being the increase of leisure hours. Can any fictioneer feel that his interests—his interests, that is, as a writer—are at variance with these purposes? Can he feel that his interests are anything but advanced by an increase in the "luxury margin" of income of the working class, plus an increase in the leisure time afforded its members for enjoyment of such pastimes as reading? A poverty-burdened, exhausted, labor-crushed working class makes a poor market for the writer's wares; it is not by the existence of a *lumpen-proletariat* that the fiction writer can prosper. In the building where I have my office, an old woman of about seventy works as scrub-woman; I'll wager that when she finishes her long day's labors, she is glad to fall into bed. Under the Social Security Act she would draw a pension, paid for by her previous long years of work, and she would be at leisure to rest her bones in a rocker on her porch. Which set of circumstances makes her the better prospect as a reader of magazines?

And multiply this single instance by the many thousands of aged workers.

It seems to me a bit of elementary logic that in industrial struggles the sympathy of the writer of popular fiction should be on the side of the workers. Whenever a strike of any magnitude occurs (such as the present longshoremen's strike) the newspapers print solemn editorials to the effect that the true sufferers are the "general public," a "disinterested third party." Without going into the question as to whether there actually is such a "disinterested general public," I certainly maintain that the writing portion of this general public has a very material stake in such struggles. More pay and shorter hours for dock laborers mean more magazines sold; and more magazines sold mean more magazines published, with an increased market for the writer's wares, plus an increased word rate resulting from the prosperity of the publishers.

What pulp writer doesn't think back with a sigh to the happy days of 1927-29, when magazines flourished, absorbing enormous quantities of fiction words, with 2 cents virtually the minimum word rate, payment being promptly on acceptance? And who can forget the sick years following, with magazines folding up on every hand, those remaining reducing the size of their books, and rates dropping to 1 cent and less, payment being on publication—sometimes! What brought about the change? It is not enough to answer merely—the Depression. The change was brought about by one special feature of the depression—unemployment and reduced wages. Only by the restoration of employment and the hiking of wages can the halcyon writing days of seven years ago be brought back.

Let no writer of popular fiction consider himself an "innocent bystander" in the industrial struggle. Let him be intelligently awake to his own professional interests and let him realize that his own economic welfare is definitely related to the economic welfare of the mass of workers of the country.

#### BOOKS RECEIVED

THE NEW TECHNIQUE OF SCREEN WRITING, By Tamar Lane. Whittlesey House, New York. \$3.00.

This is a comprehensive volume, which outlines clearly the accepted technique of writing for sound and dialogue pictures, and contains a large amount of information of value. The author is an editor, scenarist, and executive associated with several leading West Coast studios. The book covers just about all that could be required of a practical guide to the writing of photoplays, and includes examples of original screen plays, the treatment or adaptation, and a detailed continuity. The publishers claim that this is the first comprehensive treatise on the subject written since the advent of talking pictures.



# WHAT IS ACTION?

. . . By ARTHUR HAWTHORNE CARHART

**E**ACH time I drop into the editorial den of Jack Byrne of *Argosy*, there is a discussion.

Sometimes it's an argument, but in the total, it is decidedly a swapping of views and such, concerning some phase of the writing business that probably clarifies for both of us the more or less unjelled ideas we have had on some point that affects the partnership of writer and editor.

A few weeks ago we tore this "action" business apart and looked at it critically. Sidelines on that pow-wow may help some others toward a clearer understanding of what is meant by "action."

"You know," said Byrne, "how Jack Kelly over at old Fiction House used to drum it into us about action. I thought I knew just what he meant. Now I don't believe I had the idea at all. In those days, if a story opened with a gunfight, I thought it surely had the stuff. It might, or might not."

"I believe a good many editors don't have a clear idea of what they mean when they speak of action; or each has a sufficiently different idea in mind to bring confusion to a writer when he gets this 'action' requirement thrown at him." I was voicing my own ideas.

Byrne nodded. "It usually is something else than just gunplay and the like," he stated. "It's more inherent in the story; more fundamental."

That started it all right; we were off. Probably Byrne has sought for "action" in his stories as much as any editor in Manhattan. And from the writer viewpoint, I've sweated my share to give this quality to editors who want it. And these are some of the ideas that jelled out and became cohesive units in our discussion.

There are several story fundamentals to which the term is applied. Most evident of all is portrayal of physical action. A gunfight, a horse-race, a pirate attack, a dogfight in airplanes. That is a form of action; and it often is mistaken for the whole field of elements encompassed within the term.

"I feel," I ventured, "that a more important application of the term lies in what we might term plot movement."

"That's it," agreed Byrne. "The first type of story action really is only the physical manifestation of this more vital thing; the action of the plot. Unless the plot gets going and carries, you can't have action no matter how much fighting is written into the text. The plot's got

to move; action alone is stale without that quality."

So we decided that very often when an editor says he wants "action" he means, really, that he wants a plot that gets going, with a carrying lift.

A third phase of action lies in the word symbols used and the tempo of your sentences. Crisp, dynamic verbs that convey imagery of motion will bring it to your text. But after all, this must key in with the fundamental action element of plot movement. To resort to choppy, staccato sentences and words alone will not produce this thing defined as "action." The story must "move" in its main current to bring genuine feeling of action; it does not suffice to produce ripples on the surface if there is not a broad, powerful main current that flows swiftly. Action word symbols used without the basic flow of plot are like wind ripples on a stagnant lake.

Another element, that seems to be involved in generalizing with this term, may not portray any physical movement whatever. It takes place within thoughts of the viewpoint character. He may be sitting motionless in the chair, the reader inside his thoughts, but those thoughts are driving the story along in its unfoldment.

●  
We here get into that element of a story generally termed suspense. Perhaps the two so interlock that no division line may be established. Suspense grows out of wondering "What'll happen next" and that arises from "action" preceding and to follow. The interlocking of action, particularly "plot action," and suspense is very close. Of course, in a well-made story, they are so blended that only analysis will give some indication of where one element is woven into the pattern and the other threaded through close beside it. Often they are one yarn and not separable.

Clash growing out of characters meeting in conflict may not involve physical movement, yet it may be the phase of the story that supplies the "action" the editor likes. Fundamentally, it is a force that "carries" the story.

I would not say that this is an infallible analysis of "action" as it is applied by various editors and writers. But I am convinced that one person will apply "action" to one phase of story making, and another will apply it to a different phase. And since this is done, it has

been confusing at times. For my part, when an editor called for action, I tried to analyze his demand; tried to determine whether he wanted actual physical movement portrayed, wanted character mental action to carry the story forward, or wanted swiftness in plotting and presentation. Frankly, it has helped.

From my own experience, and Byrne's comment, I should hazard a guess that in the majority of cases a call for action means a demand for swiftness of plot involvement, and in quite a few instances, portrayal of physical action *that will carry the plot forward*. Not necessarily, of course, but an action story that does not have physical conflict portrayed as *an outgrowth of plot situation*, isn't an "action story." Mere knuckle-knocking and gun slinging, without plot motivation, character motivation, doesn't make the grade.

Often I have heard some of my neighbor Western writers say, "Inkman of *Western bang-bang* is still yelling for 'action'. What in 'ell does that guy want, anyway? He just returned a novelet of mine that opens with a gunfight and three men killed. What does he mean, action?"

Probably that editor is looking for a story with lift and go to it; a strong current of plot movement underlying the angry waves of bursting gunfire. A fundamental "git-there" feeling of something vital happening.

Action in its broader sense is fundamental to almost every story which sees magazine publication. The slicks lean more to plot movement and "action" within character thoughts. But

the basic feature, the "lift and go" is there, no matter how "literary" the piece may be in its treatment.

Perhaps in the final sifting out, if Byrne and I did sift out anything, is the fact that the primary "action" of the story is its main current of plot unfoldment; a vital situation that moves, dramatically, toward a crisis and climax. What we have generally termed "action," the mere physical stirring around of characters, is an outgrowth of this more fundamental "action" in the carry and lift of plot advancement. This probably is more certainly true today than it was a few years ago. Then a hurly-burly of physical movement might be accepted as the thing required, but today there is a demand generally for this to be something arising from swiftly developing situation and from character clash.

It might help the editor to express his demands for action, if he were to ask for movement in plot, in character consciousness, or if he were to point out the portion of this composite thing called "action" which is lacking in a manuscript. It may help a writer to whom a request has come for more "action" if he will approach the story with these various applications and phases of meaning in mind, and thereby get a truer understanding of what an editor wants when he merely says "more action."

At any rate, Jack Byrne and I always get into this sort of a gabfest, it always is interesting, and you might find it of interest too. Maybe we can stir up a real bunch of talk about this and really clarify what is meant by this much-used word.

## ||| CURRENT VERSE MARKETS

. . . By JAMES NEILL NORTHE  
*Editor of Silhouettes*

**W**HAT do you as a writer expect from a publication to which you submit material? This is a pertinent question to consider in connection with the many verse publications. For there are few that pay for contributions, and that payment is small at best. If you write for financial reward, this list is not for you.

But perhaps you write for other rewards. The thing then to consider is the company in which you will find yourself. You are likely to prefer that your verses appear in the pages of a magazine which maintains a definitely high standard, is attractively printed, and carefully edited. Whether the magazine is one in which you would feel gratified to appear can best be determined by examining a copy. The individual price is included in the listings which follow; send for the magazines in which you think you would be interested (enclosing necessary amount) and study them. The greatest fault of writers is that too often they do not know their markets.

In a recent survey to determine the ten best poetry publications, Joseph Joel Keith solicited votes over a period of months from all parts of the United States. The ten listed as best by verse writers who responded to this poll were as follows (listed alphabetically): *American Poetry Journal*, *Fantasy*, *The Gypsy*, *Kaleidograph*, *Lyric*, *Poetry*, *Silhouettes*, *Verse Craft*, *Voices*, *Wings*. It is possible that other periodicals should have been included in this list; but the result of the only poll of its kind ever taken is stated for what it may be worth. Certainly the periodicals thus selected are among the leaders.

The following list includes only the magazines devoted to verse. General markets which buy incidental verse are not included—their requirements are stated in *THE AUTHOR & JOURNALIST'S* Handy Market List. Various publications have been excluded because they are definitely amateurish, or because they expect the writer to pay for publication, or because they are not dependable, and in some few cases be-

cause the presentation is mimeographed or amateurishly printed. Some publications were omitted because they have not put in an appearance for some time, others because they are merely schemes to shove into print anything that comes into the office accompanied by a fee. Some fairly recent suspensions have been listed.

You will find the majority of verse editors courteous and generous with their time; but if you must have criticism on a poem, do the editor the courtesy of asking his rates for criticism. Don't forget (though some of you will, no matter how many suggestions and warnings you receive) the usual stamped, addressed envelope for return. Be sure the envelope is large enough to accommodate the manuscript. Type your material, putting your name and address on each poem. If you must write to the editor, tell him anything but what a fine poet you are. Remember that editors are human, and you will get nowhere by antagonizing any editor, no matter what your opinion of him may be. Last, but not least, make sure that your material doesn't reach the editor with several cents postage due.

And now for the list:

## THE VERSE MAGAZINES

**Alentour**, 3 Hart's Lane, Lowell, Mass. Michael Larray, editor. \$1. yr., 25c copy. No pay. Prizes. Contributor's copy sent. Prompt reply. Experimental forms of poetry should be sent to the associate editor (Belle Irene Gillis, 118 W. 79th St., New York) and regular materials to the editor. Nice format.

**American Poetry Magazine**, 1764 N. 83rd St., Wauwatosa, Wis. Clara Catherine Prince, editor. \$3. yr., 20c copy. Ten issues yearly. Open only to members of American Literature Association. No pay. Prizes.

**American Poetry Journal**, Flushing, N. Y. Edited by Frances Frost. Suspended publication.

**The Bard**, Exchange Bank Bldg., Jackson, Mo. Myrtle Vorst Shepard and Margaret Ferguson Henderson, editors. \$1. yr., 25c copy. Quarterly. No pay. Small prizes. Does not send contributor's copy. Primarily for beginners but not in the class of the average "amateur" publication. Prompt in reply.

**Better Verse**, R.R. 1, Box 63 D, Tigard, Ore. Irl Morse, editor. \$1.50 yr. Five issues a year. No pay.

**Blue Moon**, 3328 19th St. N. W., Washington, D. C. Inez Sheldon Tyler, editor. \$2. yr., 50c copy. Quarterly. Very crowded. Prompt in reply, but accepted material sometimes kept a year or over before used. Address likely to change from issue to issue. Small prizes and contests; no contributor's copy sent unless purchased. No pay.

**The Circle**, 507 111th St., Apt. 53, New York. Leacy Naylor Green-Leach, editor. \$1.50 yr., 25c copy. Bi-monthly. Prizes but non-subscribers not eligible. No pay.

**Cycle**, Box 372, Homestead, Fla. Lily Lawrence Bow, editor. \$1. yr., 25c copy. Quarterly. Too young to place in the voting for the best poetry magazines, but its clean-cut format and material, coupled with the promptness in reply of its editor, assure it a place among the better magazines. Sends contributor's copy. Small prizes. No pay.

**College Verse**, 2305 Fulton St., Berkeley, Calif. Arthur H. Nethercot, editor. \$2. yr., 30c copy. Monthly. Nov. to May inclusive. Nice format. Prizes, but may be open only to college writers. Query before submitting.

**Driftwind**, N. Montpelier, Vt. Walter John Coates, editor. \$2. yr., 25c copy. Monthly. Prizes. Favors work of subscribers, but not altogether. One of our most unique magazines. Sends contributor's copy. No pay. Fairly prompt in reply. Good standing in recent vote.

**Expression**, 76 Heights Road, Ridgewood, N. J. James Gabelle, editor. \$2. yr., 50c copy. Quarterly. No pay. Slow in reply. Small prizes.

**Fantasy**, 950 Heberton Ave., Pittsburgh, Pa. Stanley Dehler Mayer, editor. \$1. yr., 25c copy. Prizes. Cash prize each issue for best poem on a given subject; time limit usually too short. Ranked fifth in recent vote. Slow in reporting on material. Probably our most beautifully presented verse magazine. Favors free verse, but is not averse to other styles and forms. Good place to be published if you can make it. No pay. Contributor's copy sent.

**The Gypsy**, Cincinnati Times-Star, 6th and Walnut, Cincinnati. George Elliston, editor. Ranked ninth in recent vote. Discriminating editorship. Fairly prompt. No pay. Nice format. Offers hundred dollar prize each four issues for best lyric published in the magazine; fifty dollars for best sonnet; fifty dollars for best free verse. Contributor's copy sent.

**Horizons**, 935 Muirfield Rd., Los Angeles. Ralph Cheyney and Lucia Trent, editors. \$1. yr., 30c copy. Quarterly. No pay. Small prizes. Verse course pushed in rejection of material. Prompt reply.

**Kaleidograph**, 702 N. Vernon, Dallas, Tex. Whitney Montgomery and Valda Stewart Montgomery, editors. \$2. yr., 25c copy. Monthly. Ranked sixth in recent vote. No pay, but each contributor represented in yearly anthology and presented with a free copy. Prompt in reply; nice format. Sends contributor's copy. Widely reprinted; no deal with. Small prizes and \$100. every quarter in cash.

**The Lantern**, 62 Montague St., Brooklyn, N. Y. C. B. McAllister, editor. \$1.50 yr., 25c copy. Bi-monthly. Prizes. No pay. Nice format; well reprinted. Fairly prompt in reply; sends contributor's copy. Ranked high among runners-up in voting.

**L'Alouette**, 114 Riverside Ave., Medford, Middlesex Co., Mass. C. A. A. Parker, editor. \$2. volume (six numbers), 50c copy. No date set for publication. Contributor's copy. No pay. Small prizes.

**Lyric**, Box 2552, Roanoke, Va. Leigh Hanes, editor. \$1. yr., 25c copy. Quarterly. Prizes. Ranked seventh in recent vote. Excellent editorship. Slow in reply. Nice format. No pay.

**Moods**, Edgerton, Mo. Sterling P. King, editor. \$1. yr., 35c copy. Small prizes. Contributor's copy. No pay. Prompt in reply. Nice format.

**North Carolina Poetry Review**, suspended.

**Oregonian Verse**, The Oregonian, Portland, Ore. Ethel Romig Fuller, editor. Newspaper department. Poems of high literary standard; no morbid or sex themes. Pays \$1 per poem, tenth of month following publication.

**Pasque Petals**, Aberdeen, S. Dak. J. C. Lindberg, editor. \$2. yr., 25c copy. Monthly. South Dakota seventh in recent vote. No pay.

**Poetry**, 232 E. Erie St., Chicago. Founded by the late Harriet Monroe. \$3. yr., 25c copy. Monthly. Slow in reply. As probably the greatest poetry magazine ever published, Poetry took first place in the recent voting.

**Poetry and Music**, 145 S. Ocean Ave., Atlantic City, N. J. Albert Eli Slocum, editor. \$1. yr., 20c copy. Quarterly. Slow in reply. No pay.

**Poetry Caravan**, Route 1, Box 55, Lakeland, Fla. Etta Josephine Murley, editor. \$1. yr., 25c copy. Quarterly. With but one issue out when the survey of poetry magazines was made, Poetry Caravan had no chance to place in the voting, although it was mentioned in many votes, but it is fast becoming one of the "elect." Cash and book prizes; no pay. Nice format and distinguished company. Contributor's copy sent. Prompt reply.

**Poetry World**, 430 Sixth Ave., N. Y. Henry Harrison, editor. \$3. yr., 25c copy. Supposed to be a monthly but no appearance for a time, but no notice of suspension. Contributor's copy sent. No pay.

**Prairie Wings**, New Rockford, N. D. Grace Brown Putnam, editor. \$1. yr. Monthly. Welcomes sincere, original verse in any form. No pay.

**Quickening Seed**, 2179 Summit St., Columbus, Ohio. Clarence L. Weaver, editor. \$1. yr., 25c copy. Quarterly. Excellent format, small size. No pay. Sends contributor's copy. Prompt in reply.

**Rhythm**, 925 Broadway, New York. Alice Langley, editor. Reported to pay 20c a line for distinctive poetry.

**Rose Chalice**, College Highway, Westfield, Mass. Hazel J. Fowler, editor. \$2. yr., 50c copy. Quarterly. Desires philosophical, psychological and metaphysical poetry. Nature, beauty and the introspective emphasized. Juvenile considerations. No pay. Prizes: \$10, \$5, \$2.50, and five of \$1 each. Nice format. Prompt reply. Possibly the only journal of its kind for this certain type of material. Contributor's copy sent.

**Shards**, Box 2007, Augusta, Georgia. Constance Deming Lewis, editor. \$1. yr., 35c copy. No pay. Prizes. Slow in reply. Ranked high in contributors' voting and has a good record. The editor is discriminating if a bit caustic in rejecting material. Contributor's copy sent. (Omitted summer issue due to editor's illness, but is back on quarterly schedule now.)

**Silhouettes**, 303 Rosewood, Ontario, Calif. James Neil Northe, editor. Quarterly. \$1. yr., 35c copy; sample copy 25c. Pays \$1 per poem on acceptance. Large group of prizes, cash and otherwise. Placed second in the recent voting. Replies within a week to ten days. Contributor's copy sent. Carries up-to-date market and magazine listings (eight and a half pages) each issue.

**Spirit**, 386 Fourth Ave., New York City, N. Y. \$2. yr., 35c copy. Bi-monthly. Organ of Catholic Poetry Society of America. Uses work of members only. Pays 20c line.

**Spinners**, merged with Poetry World.

**Smoke**, 218 E. 36th St., New York. Susanna Valentine Mitchell, editor. \$1. yr. Quarterly. Reported to be a good magazine, paying a small sum on publication.

**Sonnet Sequences**, Box 1231, Washington, D. C. Murray Marshall, editor. \$3. yr., 25c copy. Monthly. Pays \$1. a sonnet. Small magazine of about five or six pages beautifully printed. Contributor's copy sent. Petrarchan sonnets exclusively. Fairly prompt in reply.

**Talaria**, The Phelps, Cincinnati, O. B. Y. Williams and Annette Patton Cornell, editors. \$1. yr. Quarterly. Prizes. Sends contributor's copy. No pay. Too young to place in the recent voting, but ranked high at that, and with but a few issues to its credit has forged ahead rapidly. Beautiful format, good material and company, with excellent editorship.

**Verse Craft**, Emory University, Georgia. Lawrence W. Neff, editor. \$1. yr., 25c copy. Bi-monthly. Slow in reply. No pay; sends contributor's copy. Ranked tenth in the recent vote, and is a vital publication nicely printed. Cash and other prizes.

**Voices**, 559 Madison Ave., New York. Harold Vinal, editor. \$2. yr. Quarterly. Ranked third in the voting, and is one of the best in format, material and editing. No pay; sends contributor's copy. Courteous and distinguished editor; prompt in reply. Good publication to make if you can please the editor.

**Western Poetry**, 118 N. Tremont St., Oceanside, Calif. Stuart C. Langford, editor. \$2. yr., 50c copy. Caters to new writers; wants material from two to twelve lines. Crowded format. No pay. Definitely amateur publication. Change of policy coming soon, according to announcement.

**Westward**, 950 E. 14th St., San Leandro, Calif. Hans A. Hoffman, editor. \$2. yr., 25c copy. Monthly. No pay. Good format. Uses work of subscribers only.

**Wings**, 939 Woodcrest Ave., New York. Stanton Cohenitz, editor. (July 1, to Sept. 1, 37 Ethel Ave., Mill Valley, Calif.) \$1. yr., 25c copy. Quarterly. Prizes. No pay. Sends contributor's copy. Ranked fourth in recent voting. Prompt and courteous reply. Well edited by a distinguished editor. Probably our most conservative verse publication.

# JUVENILE TABUS—AND IDEALS

. . . By DENNIS H. STOVALL



Dennis H. Stovall

THE article in October *AUTHOR & JOURNALIST*, by an anonymous writer of Juveniles, sort of "ketched me where the hair is short," as my good old Texas dad would say. Because, brothers, I've been in the juvenile writing game myself for more years than I

care to count. With no desire to start a controversy, but to air a few matters of importance to other scribblers in this time-worn field, I beg the privilege of offering a few exceptions to statements made by Anonymous.

First, however, let me say, as an old-timer in the game, that I, for one, sincerely appreciate his frankly given "confessions." He said some very pertinent things about the "old girl editors" who have the final word on two-thirds, and possibly three-fourths of the manuscripts accepted for publication in our long array of boys, girls, and young peoples' publications. They do have tabus and inhibitions, and that other subtle, inexplicable quality of the female kind which Andy, of Amos and Andy, would call "woman's ignition."

But what editor, male or female, of whatever magazine in this or any other country, doesn't have particular likes and dislikes, must haves and must nots? "Pet peeves" they were aptly termed by H. Bedford-Jones in one of his splendid series of articles that appeared in *AUTHOR & JOURNALIST*.

It is these "pet peeves" that shape and form the definite policy of the publication. They make the magazine different. Not infrequently they make it outstanding and truly great. And, no matter who you are, nor how big your name may shine on the world's billboard of successful writers, you will slant your stuff in accordance with the editor's tabus if you make many trips through the editorial gate.

I agree that some of the tabus with which the editors of juveniles hedge themselves seem ridiculous and absurd. Anyhow, they looked that way to me thirty years ago when I first started

my mill to grinding. They ought to look worse now—but they don't. Probably I'm getting used to 'em—or sort of old, or something.

But in these intervening years, along with my chore of putting together, marketing, and selling some three thousand shorts, longs and mediums for youngsters to read, I've raised three fine kids of my own. Which does make a difference. For we dads, no less than the "old girl editors" who pass upon the stories our kids read, also have a few tabus.

I hope I'm a wide distance from being a long-hair, and I'm dead certain I'm no angel, yet I would not have wanted any of those three kids of mine to read (in their Sunday-school papers) the same kind of blood-and-thunder tales they no doubt read in the penny dreadfuls they sneaked into the barn loft. The absence of tabooed subjects from the former, such as crime, liquor, cigarettes, gambling, and others of a similar sort, was of itself an impressionable thing.

Boys know we are not trying to fool them, nor attempting to evade the truth, but that we don't consider certain topics of a proper kind to put into a Sunday-school paper. Yet the same tabu holds with *The American Boy* and *Boys' Life*. That's one big reason why they were regular visitors in our home for many years.

Besides being a writer for boys, I likewise was a scoutmaster through several unbroken seasons of troop meetings, trail hikes, camps, and jaunts into the open country as a leader and companion of the red-blooded youngsters in our gang. It was on these trips to the desert and mountains, with none but boys for company, that I learned to know the real value of the "tabu."

Boys for the most part, when left to their own code, have a high sense of honor, gallantry, and respect. They like to set lofty standards—in speech, in conduct, in morals, and to impose stern regulations as to discipline. This accounts for the almost worshipful regard the scout manifests toward the scout pledge and the twelve scout laws. He knows these are right, and he follows them as a high privilege and as a matter of personal honor.

The same respect is, or should be, manifested toward his church, his home, his parents. Which could not prevail if the bars were let down.

Personally, I am glad for the tabus. I have

Some three thousand sales to juvenile magazines should give Mr. Stovall authority to speak out on subjects relating to this branch of the craft—and to defend the conventional point of view which was questioned by a writer in our October issue.



learned to feel the same lofty regard for them that I know the boys themselves so rigidly hold. There is, of course a ridiculous extreme. Anonymous mentioned a few. The editor who is in continual fear of being criticised by some fault-finding teacher, superintendant, or minister over some trivial point, can't hope to produce anything but a weak, namby-pamby sheet. Most of these Fontelroy papers have faded out. Others will follow.

There always will be plenty of room and plenty of readers for the courageous, challenging, truly clean, full-of-action publications for youth. Sacrifice, honor regained, courage, and a thousand more red-blooded themes in which youth revels, are not tabu. They are of the fiber in character building, interest, and gripping values, that make real stories for youth.

As for the recompense, I'll say again, as I have said before in these pages, the writer of juvenile stories has the same chance to make a

living—even to make considerable money—as can be found in any other field. I know some writers who pulled themselves out of the deep hole of debt and utter despair by getting actively into the juvenile game with lines of books that sold by the hundreds of thousands—and still are selling.

I've managed somehow to scrape along these many years. I have a distinct recollection of buying a ranch and a home and several automobiles, with returns that came to me from kindly disposed "kid editors." Not all of them were "old girls." Some were—and I must say they proved mighty good friends down through the years. Yet they'd send my stuff back just as quickly as they would the impossible manuscript of a tyro, if something I mailed in didn't measure up—

And the old mill still grinds—though a number of those "old girls" and old boys, too, who bought my wares, have gone on over the Long Trail.

## SPECIAL REQUIREMENTS OF STANDARD'S WESTERN GROUP

By LEO MARGULIES, Editorial Director

**H**ERE is some information about the requirements of the Western magazines published by Standard Magazines, Inc., which I'm certain will interest all those who write this type of yarn. The four magazines that make up our Western group are always in the market for material. Each magazine has its special requisites. And a word about our special needs should be of some help to those writers who would like to hit our markets.

*Thrilling Ranch Stories* is in the market for well-written Western shorts and novelettes with a strong romantic interest. Plots should be meaty, interestingly complicated, and carry a dramatic punch. While an exciting action tempo is desirable, human-interest appeal and characterization should not be neglected. The background of the old West is used—no radios, automobiles, etc.,—but make characters modern in spirit.

It is important that the heroine fight along with the hero and help in the motivation, particularly in the lead novels. Western dialect is okay for hero—but never for the girl. And be careful that modern slang is not used.

All lengths, from 1000 to 10,000 words, are wanted. For these lengths, stories may be told from the man's point of view or the girl's, preferably the latter. In the latter, yarns should be strong in emotional problem interest, be as glamorous as possible, and contain a solid plot. The longer lengths are 15,000, 18,000, and 20,000 words. These must be related from the man's point of view. Heavy love interest, fast action pace, and strong plot complications demanded.

Most Western love stories are unsuccessful because of an ordinary, routine plot and hackneyed situations. Variety of plot is encouraged and wanted. Depend on other complications than the trite ones of the girl thinking her sweetheart guilty of the murder of her father, of the story starting with the heroine helping

the hero escape from jail, of the jealous foreman making things tough for the hero, etc.

We're wide open for colorful, glamorous rodeo stories of all lengths. This does not mean that the story should be static in development. Most rodeo stories start off promisingly and fizzle out as the narrative develops. More stories of the range-bred girl can be used. Vigorous characterization, good atmosphere and plot can put this across nicely. Stories of the cattle princess heroine. Stories of the uppity type of girl. Heroines that are forcefully and interestingly characterized. The pure love story—the romance story in a Western setting—is used only occasionally, and should be confined to under 6000 words.

Another type of theme that may be used, and one that has been little used in past issues, is the story with a conflicting woman interest. Hero is confronted with two girls and has to decide which one he loves. Don't make the villainess, if you decide to use one, too catty.

*Popular Western* is in the market for well-written novelettes and short-stories. Convincing plots with good logical backgrounds and sound characterization are needed. The characters must be fearless, daring and spirited.

The stories must not have 1936 slang or 1936 props. The old West is definitely preferred. If, however, the modern West is used, it should be idealized.

The novelettes are from 8000 to 10,000 words in length. They should be told either from the hero's or heroine's angle—not the author's. The love interest must be well defined and the pace must be fast and even. New plot situations are desired; we are trying to get away from hackneyed complications, such as the mistaken motives of the hero and the cowgirl who goes and helps her sweetheart out of jail. As in an ordinary love story, good dialogue, which in this case must be kept Western, is appreciated. The shorts are

1000 to 7000 words in length, and although they do not need extensive plots, they should be carefully worked out with no loopholes.

Glamor, tempo, colorful locale, and vitality are the essentials for stories of all lengths that hope to appear in *Popular Western*. We do not use anything over 10,000 words in this book.

*Thrilling Western* is in the market for well-written, action-packed shorts and novelettes, with a he-man angle. Slight girl interest is permissible for the purpose of motivation. Human interest is desirable, but it should have a rugged quality and be handled with a tight rein.

If the story is of the old West there must be no 1936 props. We prefer the flavor of the old West with the impression that the happenings are of today. If the setting is in the West of today, it must be idealized. The people must be modern in spirit, with boundless courage and endless endurance. Western dialect must be used and the slang of today should not be allowed to creep in. While the girls may use Western phrases, they are not allowed "yuh" for "you," etc. Stories with humorous angles are most successful if a humorous character is used in addition to an amusing situation.

Stories from 1000 to 20,000 words are wanted. Shorts from 1000 to 6000; short novelettes from 8000 to 10,000; and short novels from 15,000 to 20,000. The stories should be well plotted, with good characterization. The means of motivation should not be repeated; for example, two stage holdups should not occur in the same story. Colorful terrain and a clear working knowledge of the vegetation and countryside bring a quality of reality and at the same time help to disguise the props of the average Western. In the shorter stories care should be taken that all complications are explained; all gags must be convincing and not obscure. Often an author works out a plot device

so carefully that he does not get it on paper, due to his understanding of it. In all stories action and punch are essentials.

Unless there is some new slant, the following are at present taboo: The man-hunt yarn in which a cow-hand gets a letter to come and help an old friend, arrives in time to see the buzzards whirling, and starts out after the murderer. And this type has whippers on it: the sheriff who is getting too old, but is still able to trade bullets successfully.

*Texas Rangers* is in the market for short stories from 100 to 6000 words in length. The heroes of these stories must represent some branch of the law—sheriffs, deputies, special appointees, Cattlemen's Protective Association men, etc. The methods of solving the particular problems presented must be direct and sure. Having the outlaws get the drop on a representative of law and order is not a specially good idea; plot complications should provide the interference.

A slight girl interest might be introduced for purposes of motivation; human interest is also desirable, if well handled. The story should move at a swift clip and it should be colorful and glamorous. The villains should be the kind that are crafty, clever, and dangerous. They must be portrayed as men who, had they not followed the trail of least resistance, would have been of some worth. There must be some ingenuity used in tracking down these offenders and all must not depend on one man being a little quicker on the draw.

The locale and dialogue of these stories must be accurate. Anachronism pulls down the interest of a story and ruins the illusion that is being built up. The lead book-length novel for this magazine is done under contract.

There they are—the four of them in a great big nutshell. And we pay as usual a minimum of one cent a word on acceptance.



## BOOKS RECEIVED

**MATERIAL GATHERED**, Example of a Magazine of Creative Writing. Federal Writers' Project, San Francisco.

This 105-page volume of mimeographed material is offered as a sample of a magazine proposed for sponsorship under the Federal Writers' Project. The hope is that it may lead to the establishment of regional magazines and a national reprint medium for the best of the collected work. Thus far the work of the Project has consisted in preparing the contents for the "American Guide," which is nearing completion. Regional and national magazines of the type here proposed would provide a permanent outlet for the work of writers entitled to government aid and would assist in establishing literary standards for them comparable with the standards required on the other cultural projects. Federal magazines, the promoters of the venture point out, would in no way compete with commercial magazines. The material, representing some twenty authors, in the San Francisco volume compares favorably with much that has appeared in the "intellectual" and literary magazines of the past and present.

Since some form of the WPA apparently will have to be maintained, the country may yet owe an important debt to the initiative of the San Francisco Writers' Project in pointing out the necessity for a medium which will make an honest attempt, free of commer-

cial bias, to analyze and formulate the regional cultural problems of America.

**ART AND PRINCIPLES OF WRITING**, By A. R. Ramey. J. B. Lippincott Company, Philadelphia. \$2.25.

The 637 pages of this book are devoted to fundamentals of composition, rhetoric, and creative writing. The author states in his preface that it is prepared especially for the needs of college freshmen. As far as the free-lance writer is concerned, it can be recommended as a general text-book which may be studied in detail or used as a reference work, as the case may require. The rules of punctuation, grammar, and style, as well as basic principles of article writing, essay writing, and other forms of expression are capably presented.

**UNIVERSAL PHOTO ALMANAC AND MARKET GUIDE**. Falk Publishing Co., 10 W. 33d St., New York. \$1.00.

A thick paper-bound book containing information of practical value for the free-lance photographer. It discusses what to photograph, how to photograph it, contains articles on candid, nature, color, and journalistic photography, by authorities, has an attractive pictorial section, a department of practical tables and formulas, including formulas for natural color processes. Included is a market guide similar to the A. & J. Handy Market List, for photographers.

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

DECEMBER, 1936

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Acc G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c, Acc.
- Acc High Detective**, (Popular) 205 E. 42nd St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.
- Acc High Western**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (M-20) Fast-moving, dramatic Western short-stories, 3000-6000; novelettes 12,000-14,000; novels 25,000-30,000; some woman interest. Malcolm Reiss, 1c up, Acc.
- Adventure** (Popular) 205 E. 42d St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.
- All Story**, (Munsey) 280 Broadway, New York. W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) Western short-stories 5000, novelettes 10,000-15,000, some romantic interest, occasional mysteries. Special articles on the West; occasional verse. West F. Peterson; Jack Burr, associate. 1½c up, Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury**, The, Ridgefield, Conn. (M-25) Reviews, comment, essays; serious and political articles, short-stories, 3000; verse. Paul Palmer. 4c up, Acc.
- Argosy** (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-20,000; serials up to 60,000 (installments of 10,000); prose fillers 100-400. Jack Byrne. Good rates, Acc. (New writers, Pub.)
- Asia**, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1500-4000. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.
- ASTOUNDING STORIES**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories up to 6000; novelettes 12,000-20,000; woman interest permitted. F. Orlin Tremaine, 1c, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Bill Barnes Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories 3000-5000; novelettes 8000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine, 1c, Acc.
- Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action stories in crime-detective field, likable, he-man heroes; short-stories 4000-8000; novelettes 10,000 up. Fanny Ellsworth. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Acc.
- Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500. W. Dawson. Good rates, Acc.
- Chatelaine**, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. F. Orlin Tremaine. 1c up, Acc.
- College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.
- College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, 3000-5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes. N. L. Pines, 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Chinery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, business, crime, detective, Western short-stories, novelettes 10,000-15,000; novels 25,000. Hazlett Kessler. Good rates, Acc.
- Coronet**, 919 N. Michigan Ave., Chicago. (M-25) Articles of believe-it-or-not type, essays on cultural subjects, 1500-3000; short-stories 1000-3000; fact items 100-400; photos. Average \$100 per article, Acc.
- Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000-10,000; short shorts 1000-2000; short novels 20,000-40,000; serials, book-length novels; articles of national import 1000-4000. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; agricultural articles; articles for women; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500-5500; novelettes 10,000-15,000; occasional humorous shorts. F. Orlin Tremaine, 1c up, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay, 1c up, Acc.
- Daring Detective**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1c up, photos \$3, Acc. Advisable to query.
- Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000-6000; serials; articles. Oscar Graeve. First-class rates, Acc.
- Detective Action Stories**, (Popular) 205 E. 42nd St., New York. (M-10) Plotted and motivated detective action short-stories 1200-6000, novelettes 10,000-20,000. (No deductive stories.) Ralph Perry, 1½c, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. H. A. McComas. 1½c, Acc. (New writers, Pub.)
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Swift-moving action detective short-stories 2500-5000; novelettes 25,000-45,000; true crime stories 300-2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.
- Detective Tales**, (Popular) 205 E. 42nd St., New York (M) Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, ed. director, Henry T. Sperry, ed. 1½c up to 3000, 1c up over 3000, Acc.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000-12,000; short-stories up to 6000; love interest. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.

**Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.

**Dime Western Magazine**, (Popular) 205 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; girl interest, realistic characterization. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nonovic, 1c, Acc.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure, Romance, Western, Mystery, historic short-stories; articles on up-to-date subjects, 5000. Joseph T. Fanning, Coles Phillips, mng. ed. First-class rates, Acc.

**Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-4000; cartoons, cartoon ideas, photos. (No women writers.) Arnold Gingrich, 3c to 10c, Acc.

**Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman, 1c up, Acc.

**Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. West F. Peterson, 1½c, Acc.

**Feds, The**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories of all government crime-fighting organizations 2000 up, novelettes up to 12,000. Fast action. Hero must be government agent. John L. Nanovic, 1c, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss, 1c up, Acc.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady, \$1.50 to \$2, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney, 1½c, Acc.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky, 2c up, Acc.

**Four Star Love**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous short-stories, novelettes, of young love 3000-10,000. Jane Littell, 1 to 2c, Acc.

**Globe**, 1033 Lincoln Ave., St. Paul, Minn. (M-25) World travel and romance. Short-stories with tropical local backgrounds up to 2000; serials up to 10,000; feature articles, reports on places and people in various parts of world; photos. Translations. J. W. G. Dunn, Jr. 1c, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-8000; novelettes 7000-10,000. Leo Margulies, 1c up, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Women's interests. Young love short-stories up to 5000, serials. Overstocked on articles and verse. W. F. Bigelow, 5c up, Acc.

**Hardboiled**, (S. & S.) 79 7th Ave., New York. (M-25) Sophisticated articles, sketches, short-stories for men. Artemus L. Holmes, 2c, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics. Beatrice Kaufman, Good rates, Acc.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standards. Lee F. Hartman, First-class rates, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 4000 to 7000; serials 30,000-60,000; verse. E. P. Holland, 1½c up, photos \$2 up, Acc.

**Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Antrim Crawford, 2c up, verse 50c line, Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson, 1½ to 2c, photos \$2.50, Acc.

**Knockout**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories of the prize ring 2000-6000, novelettes 8000-10,000. William Lay, 1c, Acc.

**Ladies' Home Journal** (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould, First-class rates, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, melodramatic Western short-stories 3000-6000; novelettes 12,000-14,000; novels 20,000-25,000; some woman interest. Malcolm Reiss, 1c up, Acc.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Fulton Oursler, First-class rates, Acc.

**Lone Eagle, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 1000-6000. Leo Margulies, ed. director, 1c up, Acc.

**Love and Romance** (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories; serials 15,000-25,000. Henry Lieferant, 2c, Acc.

**Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell, 1 to 2c, Acc.

**Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-30) Romantic short-stories, novelettes. Malcolm Reiss, 1c up, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Maclean's** (Maclean) 481 University Ave., Toronto, Canada (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore, 1c up, Acc.

**Mademoiselle**, (S. & S.) 1270 6th Ave., New York. (M-25) Youthful, smart, romantic, witty short-stories, articles 1000-3500; light, brisk personality sketches; cartoons; cartoon ideas. Desmond Hall, 2c, Acc.

**Master Detective, The** (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. Bert Bowden, 2c, photos \$1 to \$5, Acc.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500-7000, serials. Otis L. Wiese, First-class rates, Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; longer stories up to 13,000; 3 and 4 part serials; short lengths 1200. Helen J. Day, 2c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor, First-class rates, Acc.

**New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven, 2c, Acc.

**New Yorker**, The, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

**North West Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. Malcolm Reiss, 1c up, Acc.

**Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller, 2c, Acc.

**Operator No. 5** (Popular) 205 E. 42d St., New York. (M-20) Secret service, short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, ed. director; Linton Davies, associate ed. 1c, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale, 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each, Pub.

**Pennac**, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly, 1½c, photos \$1 up, Acc. (Overstocked.)

**Phantom Detective, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director, 1c up, Acc.

**Pictorial Review**, (Hearst) 57th St. at 8th Ave., New York. (M-10) Articles of interest to women 2500-3500; short-stories, serials 60,000, occasional verse. Herbert R. Mayes, First-class rates, Acc.

**Pocket Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Detective, mystery, detective-action stories up to 15,000; emphasis on interesting characters, strong motivation, good writing; stories colorful but not lurid. Robert Arthur, 1 to 3c, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-15) Detective short-stories, 1000-6000; novelettes 7000-10,000; novels 15,000. Leo Margulies, 1c up, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies, 1c up, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, 1000-7000; novels, 8000-10,000. Leo Margulies, 1c up, Acc.

**Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including trolley cars, 1500-15,000. Query on fact articles. Freeman H. Hubbard, 1½c up, Acc. (New writers, Pub.)

**Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth, 1c, Acc.

**Rangeland Love Stories**, (Popular) 205 E. 42d St., New York. (Bi-W-15) Emotional love short-stories, old West, woman's viewpoint, 5000, novelettes 900c, novels 15,000, articles 1000. Rogers Terrill, ed. director; Willard Crosby, ed. 1c up, Acc.

**Real Detective**, 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000-6000. Arthur Mefford, 1½c, photos \$2 to \$3, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles, short humor. Edwin Balmer, First-class rates, Acc.

**Redseal Western**, (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn, 1c, Acc.



**Romance Round-Up**, (Periodical House) 67 W. 44th St., New York. (Bi-M) Western love short-stories, novelettes, complete novels. Rose Wyn. 1c up, Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000; novelettes 10,000-15,000; no dialect stories. F. Orlin Tremaine. 1c, Acc.

**Romantic Stories**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000-3000; short shorts 1000-1500. Beatrice Lubitz. 1 to 1 1/2c, Acc.

**Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

**Saturday Evening Post**, The (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; skits, cartoons. George Horace Lorimer. First-class rates, Acc.

**Scribner's Magazine**, 3 E. 48th St., New York. (M-25) Stories and articles about the American scene—social, moral, political. Short-stories 2000-4000, articles 3500. Harlan Logan. Good rates, Acc.

**Secret Agent "X"**, (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Acc.

**Secrets**, (Periodical House) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life, sincere and emotional shorts 3000-6000, novelettes 9000-12,000. Rose Wyn. Over 1c, Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50 to 500. True adventures up to 1000. Dorothy McIlwraith. Good rates, Acc.

**Skipper**, The, (S. & S.) 79 7th Ave., New York. (M-10) Fast, tough mystery-adventure short-stories, novelettes, 2000-8000; any locale, American heroes preferred. John L. Nanovic. 1c, Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

**Smokehouse Monthly**, (Popular Mags., Inc.) 506 S. 5th Ave., Minneapolis. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. Jokes \$2 up, verse 15c line, Acc.

**Spider**, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories up to 5000 of philanthropic, volunteer crime fighters. Novel arranged for. Rogers Terrill, ed. director; Linton Davies, associate. 1c up, Acc.

**Sport Pictorial**, (S. & S.) 79 7th Ave., New York. (M-10) Short, intimate articles on noted athletes; must be authoritative. Charles Payne. Good rates, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000-11,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Startling Detective Adventures**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 1 1/2c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west. Girl interest, up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery and adventure elements. 3500-5000; novelettes 10,000-15,000. Helen MacVichie. 1 to 1 1/2c, Acc.

**10 Story Western** (Popular) 205 E. 42d St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

**This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short-stories 1500 to 5000; short articles on popular science, adventure, sports, glamorous personalities, and subjects that make for a better America, 1000 to 1800 with photos; fillers 200-1000, cartoons. Mrs. William Brown Meloney. First-class rates, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Leo Margulies. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

**Today**, 152 W. 42d St., New York. (W-15) Articles on current topics up to 3000. Raymond Moley, ed.; Haydie Yates, mng. ed. 5c, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-stories 750-2000. F. Orlin Tremaine. Good rates, Acc.

**True Confessions**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles covering social problems, love, marriage, divorce. Hazel L. Berge. 1 1/2c, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-25,000. Henry Lieferant. Good rates, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-25,000. Henry Lieferant. 2c, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

**Vogue**, with which is combined **Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase. Good rates, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-12,000. West F. Peterson; Jack Burr, associate. 1 1/2c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. F. E. Blackwell; Dorothy Hubbard, associate. Good rates, Acc.

**Whisperer**, The, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories, novelettes, 2000-8000. Fast action, police or private officer heroes; tough in action, some woman interest. John L. Nanovic. 1c, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-15,000. Ronald Oliphant. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

**Young Love**, (Dell) 149 Madison Ave., New York. (M) Love short-stories, youthful heroines. 1c, Acc.

## LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**Acc Detective**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Well-plotted detective short-stories 4000-6000, short shorts 1000-3000, novelettes 10,000-14,000, any hero type. Mary Lou Butler, associate ed. 1c up, Pub.

**Acc Sports**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional, short-stories, novelettes, up to 10,000. Woman interest. No first person. A. A. Wyn. 1c up, Pub.

**Acc Mystery**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Horror, terror short-stories 1000-10,000; novelettes 10,000-15,000; woman interest, logical endings. A. A. Wyn. 1c, Pub.

**All America Sports Magazine**, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat Fleischer.

**All Star Adventure Magazine**, (Western Fiction Pub. Co.) RKO Bldg., New York. (Bi-M-15) Fast-action adventure stories stories up to 10,000. Rates by arrangement, Acc.

**Amazing Stories**, (Teck) 461 8th Ave., New York. (Bi-M-25) Short-stories based on correct science 5000-20,000; novelettes 20,000-50,000. T. O'Connor Sloane, Ph.D. 1/2c, Pub.

**America**, 329 W. 108th St., New York. (W-10) Catholic weekly review of news. Timely articles, short-stories 2000; verse. Francis Talbot, S.J. 1c, Pub.

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

- American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.
- American Detective Cases**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Rose Bolsen. 1½c, \$3 per picture. Pub.
- American Hebrew and Jewish Tribune**, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.
- American Press, The**, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.
- American Review, The**, 231 W. 58th St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)
- American Scholar, The**, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3000; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction or fillers. Wm. Allison Shimer. \$3 to \$4 printed page, shortly after Acc.
- American Spectator, The**, 132 W. 31st St., New York. (M-25) Feature articles dealing with current events, politics, literature, science, exposes, up to 2000; short-stories. Max Lehman. 1c, Pub.
- Arcadian Life**, Caddo Gap, Ark. (M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ½c up, Pub.
- Atlantica**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.
- Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Hedlin. ½c up, 10 days after Pub.
- Beaver, The**, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.
- Bedtime Stories**, (Detinuer) Wilmington, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey. ½c, Pub.
- Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Not in the market. F. E. Blackwell.
- Best Love Magazine**, (Newsstand Pubs.) RKO Bldg., New York. Love short-stories. Martin Goodman. Rates by arrangement.
- Best Sports Magazine** (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.
- Best Western Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.
- Big Book Western**, (Popular) 205 E. 42d St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 10,000-20,000, novels 20,000-45,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, ed. ½c, Acc.
- Black Book Detective Magazine** (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.
- B'nai B'rith Magazine**, 7 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c, Pub.
- Canadian Countryman**, 198 Richmond St., W. Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ½c, Pub.
- Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dailyn. ½c up, Pub.
- Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.
- Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.
- Christian Science Monitor**, 1 Norway St., Boston. (D) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, and department pages, up to 1200 each. Average, \$7 column, Acc.
- Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos, Frederick J. Noer. Varying rates, photos \$3, Acc.
- Common Sense**, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; news items, cartoons. A. M. Bingham. No payment.
- Commonweal, The**, 386 4th Ave., New York. (W.) Catholic review. Articles up to 3000; verse, Michael Williams. About 1c, verse 30c line, Pub.
- Complete Northwest Novel Magazine**, (Winford) 165 Franklin St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2500-6000; novelettes 10,000-12,000, novels 50,000-75,000. Michael Ivan. ½c to ¾c, Acc.
- Complete Western Book**, (Newsstand Pubs.) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.
- Crutch and Cane Magazine**, The, Alfred Street P. O., Box 96, Detroit, Mich. (Bi-M-25) Articles concerning the physically handicapped up to 2000; editorials 200, fillers 150, photos, cartoons. Harry E. Smithson. ½c, Pub.
- Current Digest**, 152 W. 42nd St., New York. (M) Reprint, also known non-fiction articles 1500-2000. Mary Theresa Gronich. ½ to 1c, Acc.
- Current History**, 63 Park Row, New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 2000-3000. M. E. Tracy. 2c, Pub.
- Detective and Murder Mysteries**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000, novelettes 10,000-12,000, novels 20,000; no sex. M. T. Pattie. ½c up, Pub.
- Dan Dunn**, (C. J. H. Pub. Co.) 49 W. 45th St., New York. Contract-written novels. Harold Hersey.
- Double Action Gang**, (Winford) 165 Franklin St., New York. (M) Short-stories featuring G-men wiping out gangdom 2500-5000; novelettes, complete novels; law must be victorious. Michael Ivan. ½c, Acc.
- Double Action Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories with strong characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000. L. H. Silberkleit. ½ to ¾c, Acc.
- Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Joseph Mead. Indefinite rates, Pub.
- Eve**, 80 8th Ave., New York. (M-15) Jewish interests. Dramatic love short-stories, serials; articles of timely interest to women; cartoons. C. Belle Makarius. 1c, Pub.
- Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoons, cartoon ideas. Phil Rolfsen. \$1 to \$3, Pub.
- Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith, \$4 column, Pub.
- Flash Gordon**, (C. J. H. Pub. Co.) 49 W. 45th St., New York. Contract-written novels. Harold Hersey.
- Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Modern air short-stories 3000-6500, meaty fact articles, dramatically told, principally of modern aviation, 500-3000; modern and war photos; aviation jokes, cartoons, humorous verse. A. A. Wyn. 1c, photos \$1 up, Pub.
- Fortune**, 135 E. 42d St., New York. (M-51) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.
- Forum**, 570 Lexington Ave., New York. (M-35) Controversial and human-interest articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.
- French Night Life Stories**, (H. M. Pub. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.
- Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2500, sex slant, humorous, verse 4-24 lines; jokes, skits, cartoon ideas. Wm. H. Kofoed. ½ to 1c, Acc.
- Gay Broadway**, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories with Broadway backgrounds. ½c, Pub.
- Gay Parisienne**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale 3000-3500, 3-part novelettes 10,000. ½c, Pub.
- G-8 and His Battle Aces**, (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Lay.
- Gentlewoman**, 154 W. 14th St., New York. (M-5) Love and action short-stories, small-town home-woman appeal. 3000-5000. Marion White. ½c, Pub. (Overstocked.)
- Golden West**, (Magazine Pubs.) 67 W. 44th St., New York. (Bi-M) Romantic Western short-stories, novelettes, novels. A. A. Wyn. 1c up, Pub.
- Gold Seal Detective**, (Mag. Pubs.) 67 W. 44th St., New York. (M) Dramatic, emotional crime-action short-stories, novelettes, 3000-10,000, law-officer heroes; girl interest desirable; short crime articles. A. A. Wyn; M. L. Butler, associate. 1c up, Pub.
- Greater Western Magazine**, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.
- Headquarters Detective**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Detective short-stories, novelettes, 4000-15,000; law man's point of view; girl interest desirable. A. A. Wyn; Mary Lou Butler, associate. 1c, Pub.
- High Hatter**, The, 1736 N. Sycamore, Hollywood, Calif. (M) Short sophisticated articles and short short-stories. G. F. Warren. Rates not announced.
- Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, business advancement; unusual vocations for women; stories of women who have pioneered in work or play; adventure stories of achievement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Acc.
- International Detective Cases**, (Artvision) 551 5th Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Rose Bolsen. 1c, Pub.
- Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosengarten. \$3 per M., poems \$1 up, Pub.
- Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings, Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon ideas \$3 to \$15, Pub.
- Kaleidograph**, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.
- La Pares Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000. ½c, Pub.

- Literary Digest**, The, 354 4th Ave., New York. (W-10) Not in the market. Wilfred J. Funk.
- Lone Ranger**, The, (Trojan) 125 E. 46th St., New York. (M-10) Western fast-action short-stories; girl interest, if any, subordinate, up to 5000. Western biographical sketches, up to 500. Lead novel on assignment only. Samuel Bierman.  $\frac{3}{4}$ c. Acc.
- Love Fiction Monthly**, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.
- Masked Rider Western**, The (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement. Pub.
- Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.
- Menorah Journal**, The, 63 5th Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Modern Psychologist**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.
- Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.
- Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.
- Movie Humor**, (Ultim Pubs.) 381 4th Ave., New York. (M) Screen humor, jokes, gags. M. R. Reese. Fair rates, Pub.
- Mystery Adventures**, (C.J.H. Pub. Co.) 49 W. 45th St.; New York. (M-15) Adventure, mystery short-stories, sophisticated sex angle; novelettes, serials. Harold Hersey. Indefinite rates.
- National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love, adventure, animal, mystery, etc., short-stories, 3500-7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Acc.
- Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Max Lerner. 2c, Pub.
- New Masses**, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.
- New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated authentic articles on life, scenic attractions or out-of-doors New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.
- New Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 9000-12,000, novels 15,000-25,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, editor.  $\frac{3}{4}$ c. Acc.
- New York Woman**, The, 11 E. 36th St., New York. (W) Largely staff-written. James Monahan.
- North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on American arts and letters, popular science, sociology; humorous essays. John H. Fell. 2c, Pub.
- Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult subjects, metaphysics, astrology, numerology; palmistry, true occult and psychic experiences 500. Effa E. Danelson. No payment.
- Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.
- Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.
- Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to  $\frac{3}{4}$ c, Pub.
- Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson.  $\frac{3}{4}$ c up, poems \$1 up, Acc.
- Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.
- Pacific Geographic Magazine**, 1151 S. Broadway, Los Angeles. (M-25) Articles on science, exploration, archeology, art, culture, travel adventures in the Pacific area, both sides (except Africa), preferably under 3000; photos, maps. Margaret E. Hughes. 1c, Pub.
- Parade**, Architects Bldg., Philadelphia. (Q) Sophisticated short-stories, articles, 2000 to 4000. Wm. J. McElwee, Charles Del Guicchio. About \$50 per article. Pub.
- Paris Nights**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest, French or Parisian setting; jokes, paragraphs, cartoons. W. Clyde Young.  $\frac{3}{4}$ c, Pub.
- Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle.  $\frac{3}{4}$ c, Pub.
- Poetry**, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse. Morton D. Zabel. \$6 page (28 lines), Pub.
- Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories 1200-1800. Short short-stories. E. Field. Up to 1c, Pub. and Acc. (Slow.)
- Quick-Trigger Western Novels**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.
- Real Northwest Adventures**, (Winford) 165 Franklin St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2500-6000; novelettes 10,000-12,000; novels 50,000-75,000. Michael Ivan.  $\frac{1}{2}$  to  $\frac{3}{4}$ c, Acc.
- Real Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, good characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000, new or reprint Western novels 45,000-60,000. L. H. Silberkleit.  $\frac{1}{2}$  to  $\frac{3}{4}$ c, Acc.
- Redwood Monthly**, The, 2459 Telegraph Ave., Berkeley, Calif. (M-20) Short short-stories 800-2000, articles on writing. Frank Buck, Jr.  $\frac{1}{2}$ c. Acc. Verse, no payment.
- Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.
- Ringmaster**, 381 4th Ave., New York. (M-50) Short critical articles, satire. Harry McGuire. Varying rates, Pub.
- Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell.  $\frac{3}{4}$  to 1c, photos \$2 to \$3, Pub.
- Saucy Movie Tales**, (Movie Digest, Inc.) Rm. 501, 1451 Broadway, New York. (M-25) Mystery, love, adventure, pseudo-scientific short-stories, Hollywood background, spicy but clean. Philip S. White.  $\frac{3}{4}$  to  $\frac{1}{2}$ c, Pub.
- Saucy Romantic Adventures**, (Fiction Mags, Inc.) Rm. 501, 1451 Broadway, New York. (M-15) Romantic love short-stories, clean sex element.  $\frac{3}{4}$  to  $\frac{1}{2}$ c, Pub.
- Scarlet Adventuress**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Sophisticated short-stories of female adventures, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. M. T. Pattie.  $\frac{3}{4}$ c up, Pub.
- Scarlet Confessions**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank first-person confessions, no sordidness, 3000-7000. M. T. Pattie,  $\frac{3}{4}$ c up, Pub.
- Sentinel**, The, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.
- Sexology**, 99 Hudson St., New York. (M-25) Articles on scientific aspects of sex problems. David H. Keller, M.D.  $\frac{1}{4}$  to 1c, Pub.
- Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill North, \$1 each, Acc. Prizes.
- Smashing Novels**, (Chesterfield Pubs.) 100 Hudson St., New York. (Bi-M-15) Western, detective, adventure novels 20,000-25,000. Cliff Campbell. Rates by arrangement, Acc.
- Smashing Western**, (Chesterfield Pubs.) 100 Hudson St., New York. (Bi-M-15) Fast-action Western short-stories 2500-6000; new or reprint novelettes 15,000-30,000; novels 40,000-70,000. Cliff Campbell. Rates by arrangement, Acc.
- Snappy**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, 3-part novelettes 10,000, sex angle.  $\frac{3}{4}$ c, Pub.
- Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.
- Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.
- Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.
- Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.
- Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000, sex angle.  $\frac{3}{4}$ c, Pub.
- Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Western short-stories, up to 5000, sex elements. Lawrence Cadman. Up to 1c, Acc.
- Spur**, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. Robert B. Renfro. Indefinite rates, Pub.
- Star Detective**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.
- Star Sports Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.
- Story**, 432 4th Ave., New York. (M-25) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.
- Tattle Tales**, (Detinuer) Wilmington, Del. (M-25) Spicy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey.  $\frac{3}{4}$ c, Pub.
- Ten Detective Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.
- 10 Story Book**, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)
- Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray.  $\frac{3}{4}$ c, Pub.
- Toronto Star Weekly**, 80 King St. W., Toronto, Canada. (W) Feature articles, Canadian and general appeal, up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnson.  $\frac{3}{4}$ c up, Acc.
- Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.
- True Crime Stories**, (Newsstand Pubs.) RKO Bldg., New York. (M) Dramatized fact stories of crime detection. Rates by arrangement.
- True Gang Life**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000-8000, woman interest but subordinated. M. T. Pattie.  $\frac{3}{4}$ c up, Pub.



**Two-Gun Western Novels.** (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western novelettes 10,000-15,000. S. Charles Goodman. Rates by arrangement.

**Virginia Quarterly Review.** 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000; occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), 10c up, 50c line, Pub.

**Voyager, The.** 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles, Bermuda, Nassau, Cuba, Jamaica, England, France, Barbados, Eastern South America, shipboard life, Miami, Vienna, 500-1500. Demie Genaitis. Articles with photos, \$20 each, without photos, \$15, Pub. Anecdotes 100-500, space rates.

**Waldorf-Astoria Promenade.** 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons. Letitia Chaffee. 1½c up, Pub.

**Weird Tales.** 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West.** (Ranger Pubs.) Garden City, N. Y. (M-15) Western short-stories up to 6000; novelettes 10-12,000; novels 30,000; romantic interest subordinate; verse up to 32 lines. Edmund Collier. ½c up, by arrangement.

**Western Aces.** (Magazine Pubs.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 6000, novelettes up to 12,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn; M. L. Butler, Associate. 1c up, Pub.

**Western Action Novels.** (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, 2500-6000; new or reprint novelettes 15,000-30,000; novels 40,000-70,000. L. H. Silberkleit. Rates by arrangement, Acc.

**Western Fiction Monthly.** (Western Fiction Pub. Co.) RKO Bldg., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories.** (Newsstand) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Trails.** (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000-20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

**Wild West Stories and Complete Novel Magazine.** (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. ½c, Pub.

**Woman Today, The.** 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. Rates not at hand.

**Yale Review.** Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee.** Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epigrams; photos, cartoons, all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$20; stories, \$25 to \$50; items \$1, verse 50c line, Acc.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

### AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette.** Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

**Dairy Goat Journal.** Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc. (Overstocked.)

**Farm Journal, The.** Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600; short-stories 3000 to 4000; novelettes 20,000; cartoon ideas. Arthur H. Jenkins. 2c up; fiction 5c up, Acc.

**Farm and Ranch.** Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ½ to 1c up, Pub.

**Farmer Magazine, The.** 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. C. H. Hodge. Indefinite rates, Pub.

**Hatchery Tribune.** Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½ to 2c, Acc.

**Hoard's Dairyman.** Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer.** 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Taibot. Indefinite rates, Pub.

**Ohio Farmer.** 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Poultry Item.** Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althoff. Good rates, Pub.

**Poultry Tribune.** Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer.** Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 2000-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked.)

**Southern Dairy Products Journal.** Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. ½c, Pub.

**Successful Farming.** (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

### ART, PHOTOGRAPHY

**Camera, The.** 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

**New Photo Miniature.** 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant. \$50 each, Acc. (Submit outline first.)

**Photographic Digest.** 267 5th Ave., New York. (M) Articles, 500 to 1200, written around a photographic subject, but not necessarily technical. Geo. W. Hesse. ½c, Pub.

### AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION

**Aero Digest.** 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

**American Motorist.** Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation.** 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnson. Good rates, Pub.

**Highway Magazine.** Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat.** 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, associate. ½ to 3c, Pub.

**Popular Aviation.** (Ziff-Davis Pub. Co.) 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, semi-technical true war experiences, new developments in aviation, gas model information 2500 maximum. Fillers 100 to 800. B. G. Davis, ed.; J. B. Rathbun, mng. ed. ½ and 1c, Pub., photos extra.

**Power Boating.** Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

**Rudder, The.** 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**Trailer Caravan, The.** Union Guardian Bldg., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual; articles dealing with experiences with home-made trailers; photos. Occasional short verse. Ralph G. Hess. ½ to 1c, Pub.

**U. S. Air Services.** 727 Transportation Bldg., Washington, D. C. (M-25) Not in the market. E. N. Findley.

**Western Construction News.** 333 Kearney St., San Francisco. (M-25) Articles on all phases Western civil engineering. J. I. Ballard. Varying rates.

**Western Flying.** 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch, Pub. (Overstocked.)

**Western Trailer Trails.** 711 Anglo Bank Bldg., San Francisco. (M) Articles on trailer travel throughout the West, illustrated. Photos of unusual house trailers. Light poetry, jokes, with trailer touch. Austin E. McNeill. 1c, photos \$2, jokes 50c, poetry 20c line, Acc.

### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age.** 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Grain. 1c, Pub.

**American Business.** (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-25) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

**Bankers, Magazine.** 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

**Barrow's.** 44 Broad St., New York. (W-25) Authoritative financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

**Burrough's Clearing House.** 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Business Week.** 330 W. 42nd St., New York. (W-20) Not in the market. Glenn Griswold.

**Commerce.** 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable. (Overstocked.)

**Credit & Financial Management.** 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

**Forbes Magazine.** 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell.** 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800 to 4000. R. C. Remington. ½ to 1½c, Pub.

**Independent Salesman.** 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

**Mail Order Journal.** 608 S. Dearborn St., Chicago. (M-10) Case histories, fact stories about mail-order business. H. A. White. 1c, Pub. (Query.)



**Nation's Business, The**, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 333 N. Michigan Ave., Chicago. (M-15) Action short-stories up to 3000; 2-part serials; articles with emotional; inspirational qualities, based on selling; fillers; short verse. Kenneth C. Smith. 1c, Acc.

**Postage and Mailbag**, 119 W. 19th St., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c, Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; fact success articles of direct salesmen, 2000. Richard Milton. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Robert E. Wade, Jr. 1 to 2c, Pub.

#### BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home, The**, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (McBride, Andrews) 116 E. 16th St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment. Mary Fanton Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

**Country Home Magazine, The**, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000-1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

**Home Desirable, The**, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c, Acc. or Pub. (Overstocked.)

**House and Garden**, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

**House Beautiful combined with Home & Field**, (Hearst) 572 Madison Ave., New York. (M-25) Articles on gardening, decoration, architecture up to 1500. K. K. Stowell. 2½c, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) Western home building, gardening, vacation, foods and housekeeping, departmental items. Lou Richardson and Genevieve A. Callahan. Good rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher, The**, (Educ. Pub. Corp.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles, John J. Metz. ½c, Pub. (Overstocked.)

**Instructor, The**, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Journal of Education**, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

**School Activities**, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ½c, Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

**Timely Teacher Topics**, 16-17 Hirschfeld Bldg., North Platte, Nebr. (M except June, July, Aug.) Short-stories up to 900; articles along teaching lines, elementary and high school, up to 750; jokes; fillers; cartoons; cartoon ideas. Mrs. J. L. Osment. ½c, verse 5c line, Pub.

#### HEALTH, HYGIENE

**Health and Hygiene**, 41 Union Squ., W., New York. (M-15) Staff-written articles on health and medical subjects. Edward Adams; John Stuart. No payment.

**Hygeia, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Pub.

**Physical Culture**, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3-5000; 12-15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Diapason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates.

**Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

#### RELIGIOUS

**Adult Bible Class Monthly**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (M-10) Articles on significant adult and Bible class activities; a few short-stories. Jonathan B. Hawk. 1c, Pub.

**Ave Maria, The**, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials 15 to 20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Juvenile, adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc.

**Christian Advocate, The**, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. ½c, Pub.

**Christian Herald**, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. 1c, Pub.

**Cradle Roll Home, The**, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. ½c, Acc.

**Good Business**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M) Accounts of successful application of Christ's teachings in business 1000-1200. 1c, Acc.

**Improvement Era, The**, 50 N. Main St., Salt Lake City, Utah. (M-20) General Magazine of Mormon Church for family reading. Short short-stories 800-900; otherwise overstocked. Richard L. Evans. ½c, Pub.

**Living Church, The**, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout, The**, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthage, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. ½c, verse 25c line, Pub.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**New Outlook, The**, United Church of Canada, 299 Queen St., W., Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 1000 to 1200; verse; children's material. W. B. Creighton. ½c, Acc.

**Progress**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on application of Christian teachings to life 1000-2500; current topics; short-stories 1500-4000; verse. Ernest C. Wilson. 1c up, verse 25c line up, Acc.

**Queen's Work, The**, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**Sign, The**, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Acc.

**Sunday School Times**, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker.  $\frac{1}{2}$ c. Acc.

**Union Signal**, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c. Pub.

**Unity**, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up. Acc.

#### SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

**All Wave Radio**, 16 E. 43d St., New York. (M) Technical articles dealing with radio; occasionally, human-interest articles, 1000-1500. M. L. Muhlman. 1c. Pub.

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd.  $\frac{1}{4}$ c. Acc. (Overstocked.)

**Everyday Science & Mechanics**, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback.  $\frac{1}{2}$ c up, photos  $\frac{1}{2}$  up, Pub. (Slow.)

**Homecrafts and Hobbies**, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger.  $\frac{1}{2}$  to 1c. Pub.

**Home Craftsman**, The, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos  $\frac{1}{2}$  up, Pub.

**Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500-1500. Homecraft articles for women. E. A. Weishaar.  $\frac{1}{2}$  to 1c, photos or drawings  $\frac{1}{2}$  to  $\frac{3}{4}$ , 30 days after Acc.

**Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c. Pub. and Acc.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c. Pub.

**Modern Mechanic**, 22 W. Putnam Ave., Greenwich, Conn. (M-15) Popular illustrated mechanical, scientific, adventures articles up to 2000, fact items with photos; construction ideas for amateur workshop fans; inventions, home hobbies. Tom Mahoney. Good rates, Photos  $\frac{1}{2}$  up, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; nature poetry. R. W. Westwood. 1 to 3c, Acc. (Query.)

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber, 1 to 10c; photos  $\frac{1}{2}$  up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos  $\frac{1}{2}$  up, Acc.

**Scientific American**, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

**Service**, 19 E. 47th St., New York. (M) Technical radio articles. Robert G. Herzog.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman**, The, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin.  $\frac{1}{2}$ c. Pub.

**American Forests**, 919 17th St., N.W., Washington, D.C. (M-35) Articles on forestry, forests, outdoors, etc., 2000; outdoor photos. Ovid Butler. 1c up, Acc.

**American Rifleman**, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

**Baseball Magazine**, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane.  $\frac{1}{2}$ c. Pub.

**Field and Stream**, (Warner) 515 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray F. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 2000-2500. A. V. Harding.  $\frac{1}{2}$  to  $\frac{1}{4}$ c. Acc.

**Hunter-Trapper**, 386 S. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

**National Bowlers Journal and Recreation Age**, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

**National Sportsman**, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

**North American Trapper**, P.O. Box 663, Charleston, W. Va. (M) Articles on hunting, fishing, woodcraft, wild life, fur farming, etc., photos. Charley Roy West. Low rates, Acc.

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c,  $\frac{1}{2}$  up for photos, kinks, shorts, Acc.

**Pacific Sportsman**, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500-1500; outdoor poetry up to 16 lines. John C. Piver. No payment.

**Post Time**, 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Mellen. Fiction  $\frac{1}{2}$ c, articles 1 to  $\frac{1}{4}$ c, Pub.

**Scholastic Coach**, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Sports Afield and Trails of the Northwoods**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

**Sports Illustrated and the American Golfer**, 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos, cartoons. John Escher.  $\frac{1}{4}$ c, Pub.

**Sportsman**, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Richard Ely Danielson. Good rates, Acc.

**Turf & Sport Digest**, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn.  $\frac{1}{2}$ c, Pub. or Acc.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard**, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World**, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline.  $\frac{1}{4}$ c, Pub.

**Hollywood Magazine**, (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Ted Magee. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Classic**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. E. J. Smithson. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; Walter Ramsey, N. Y. editor. Good rates, Acc.

**Photoplay**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; short-stories; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200-1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Stars**, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Grady. Good rates, Acc.

**Romantic Movie Stories**, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

**Screen Book**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Florence Johnson. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Marian Rhea. Liberal rates, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Articles only about movie stars and pictures. Elliott Keen. Highest rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

#### TRADE JOURNALS—MISCELLANEOUS

**Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising ideas and practices for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

**Air Conditioning** combined with Oil Heat, 167 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Colburn, assoc. ed. 30c inch, Pub.

**American Artisan**, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising.  $\frac{1}{2}$ c up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Druggist**, 572 Madison Ave., New York. (M) News features 200-1000; photos. Howard Stephenson. High rates, Acc.

**American Hairdresser**, 364 4th Ave., New York. (M-35) Trade News. 1c, Pub.

**American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago. (B-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

- American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. Query. George Boardman Ferry. Up to 1c, Pub.
- American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. F. G. Pulley, mng. ed. 1/2c up, Pub.
- American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc.; articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. E. L. Mayham. Indefinite rates, features, Acc.; news, Pub.
- American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.
- American Restaurant Magazine**, 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Siekman. Acc.
- American Roofer**, 404 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley. 1c, photos \$1, Pub.
- American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$6 per 1000, Pub.
- Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. 1/2c, Pub.
- Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.
- Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.
- Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men. Ray Kuns. Indefinite rates, Acc.
- Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Don Blanchard. 2c, Pub.
- Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)
- Bar & Grill Journal**, 105 W. 40th St., New York. (M) 800-1200 word features on outstanding bars, taverns, cafes and restaurants. Photos of above. G. H. Trimmingham. 1/2c up, Pub.
- Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. 25c inch, Pub.
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1/2c up, Pub.
- Bookbinding & Book Production**, 50 Union Square, New York. (M) News of trade. Query on features. D. M. Glixon. 1/2 to 1c, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, mng. ed. 1c up, Pub.
- Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. S. Vernam. \$10 page, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. 1/2c, Acc. News items, first 100 words 2c, bal. each item 1/2c, Pub. (Query.)
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. Seabury Quinn. 1/2c, Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lehar. About 1/2c, Pub.
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/2c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell. Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25, Pub.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500-1500. Bror Nordberg. \$10 page, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods & policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/2c, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/2c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/2c, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3 and up, Pub.
- Decorative Furnisher**, The, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)
- Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. Robt. G. Agee. 1/2c, photos 50c, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.
- Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. Kent B. Stiles. 1/2c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.
- Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. J. Loucks. 1c, photos \$3, Pub.
- Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Irene Parrott. 1/2c, Pub. (Not in market.)
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick. Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Mng. Ed. Indefinite rates.
- Drug World**, 572 Madison Ave., New York. (Bi-W.) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Query on coverage. Charlie Cunneen. 50c inch, Pub.
- Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store field, up to 750. C. K. MacDermut, Jr., Mng. Ed. 1/2c, photos \$2, special rates on best material, month after acceptance.
- Dry Goods Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shortcuts," on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.
- Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. 1/2c, Pub.



- Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates. Pub.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.
- Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Articles on out of the ordinary merchandising ideas used by feed dealers 750 to 1000. Specifically from N. E. quarter of the U. S. David K. Steenberg. 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. 1/2c, Acc.
- Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Allicote. Space rates.
- Fine Furniture**, 155 Ottawa Ave., N. W., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. 1/2c, Pub.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. Articles \$5 page, news 25c inch, photos \$1, Acc.
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Rennick. 1c. Dept. items, 10c line, Pub.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration, Ford super-service station operation, Ford truck experience stories from users. 1c, Acc.
- F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)
- Furniture Record**, 342 Madison Ave., New York. (Q) Feature articles on furniture trade. Wm. C. Fank. Indefinite rates.
- Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.
- Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.
- Gloves**, Gloversville, N. Y. (M-25) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.
- Guide, The**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. R. L. Simms. 1/2 to 1c, photos 50c to \$1, Pub.
- Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word), Pub.
- Hardware Retailer**, 130 E. Washington Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, 30 days after Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.
- Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.
- Health Foods Retailing**, Box 50, San Francisco. (M) Interviews with health-food merchandisers. Helen T. Kordel. 1/2c, Pub. or 1c, Pub. with photo. Additional photos \$1 each extra. Sales promotion ideas (100 words), \$2, Pub.
- Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peede. 1c, Pub.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1 1/2 to 5c, Acc.
- Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.
- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 1/2 to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and electrical appliance departments 300-700. Julien Ellenbein. 1/2c, \$1 for photos, Pub.
- Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 1/2c up, photos 50c to \$1, Pub. (Buying little; query first.)
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-25) Technical rubber articles, 2500. D. C. McRoberts. 8c, Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 1/2 to 1c, Pub.
- Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph G. McGraw. 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 1/2c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. 1/2c, Pub.
- Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Institutional Outfitter**, The, 612 N. Michigan Ave., Chicago. (M-25) Illustrated articles of interest to hotel, restaurant and institutional supply houses. A. Engelsman. 1c, Pub. (Not buying.)
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About 1/2c, Pub.
- Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2 to \$3.50, Acc. C. C. Robinson. 1/2 to 1c, Acc.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.
- Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lehhar. 1 1/2 to 2c, Pub.
- Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Ellenbein. 1/2c, photos \$1, Pub.
- Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1c, photos \$1.50, Pub.
- Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.
- Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/2c, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.
- Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. 1/2c, Pub.
- Meat Merchandising**, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. J. L. Hoppe. 1c, Pub.
- Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.
- Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. 1/2c, Pub.
- Mill & Factory**. (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1936. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c and up, usually Acc.
- Millinery Trade Review**, 15 E. 40th St., New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. 1/2 to 1c, photos \$2, Pub.
- Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually Acc.



- Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton. 1 to 4c Pub.
- Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.
- Model Maker**, 7611 W. State St., Milwaukee. (M-15) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kalmbach. 4c up, Pub.
- Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 1/2 to 1c, Pub. (Not buying.)
- Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.
- Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.
- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100, 1/2 to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About 3/4c, Pub.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 1/4c, Pub.
- National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. 1/2c up, Pub.
- New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.
- Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Articles featuring jobbing, manufacturing confectioners 1000-1500. G. B. Kluck. Fair rates, Pub. (Practically no market.)
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener. 1/2c, Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/4c, Pub.
- Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Outdoor Amusement Magazine**, 404 4th Ave., New York. Issued in season.) Constructive articles on general amusement park operation with photos. S. Hoffman. 1c, photos \$1.50, Pub.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/2 to 1c, photos 50c to \$1, Pub.
- Paper Converters and Envelope Industry**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper converters. F. G. Pulley, mng. ed. 1/2c up, Pub.
- Petroleum Age and Service Station Merchandising**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List. 1/2c, photos 50c, Pub.
- Petroleum Marketer**, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About 1/4c, Pub.
- Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud. 1/4c, Pub.
- Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods of successful plumbing and heating contractors with pertinent high-grade illustrations, human interest, wherever possible, 1000. J. P. Koellisch. Good rates, Pub.
- Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M) Brief illustrated articles dealing with practical problems of the small contractor. Phil W. Hanna. 60c inch, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants, Charles C. Walden, Jr., Ed.; Ernest F. Trotter, mng. ed. 30c inch, photos 1/4 space rates, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1c to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.
- Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Fred-eric G. Melcher. 1c, 10th of mo, following Pub.
- Radio & Electric Appliance Journal** (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos, Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50), (M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.
- Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homeware**, 342 Madison Ave., New York. (M) Articles on department store management, promotions, etc. Wm. C. Fank. 1/2c, Pub.
- Retail Tobacconist**, 117 W. 61st St., New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. 1/2c, Pub.
- Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles and Selling**, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos \$2, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.
- Shipping Management**, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.
- Shoe Repair Service**, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250-1500, fact items, fillers 50-100, jokes. A. V. Fingulin. 1/2 to 1/4c, Pub. (Overstocked on verse.)
- Soda Fountain Magazine**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.
- Southern Florist and Nurseryman**, 120 St. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith. 1/2c, Pub. (Not buying.)
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. 1/2 to 1c, photos \$1, Pub.
- Southwestern Bottler**, 454 Soledad St., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 1/2c up, Pub.
- Spice Mill**, The, 107 Water St., New York. (M-25) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 1/2 to 1c, Pub.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. 1/2c up, Pub.
- Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. 1/2c up, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Frank Black. 1/2 to 1c, Pub.

**Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Ind. rates, Pub.

**Syndicate Store Merchandiser**, 19 E. 47th St., New York. (M-20) Illustrated articles on S. 10 and S1 chain store merchandising and displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, with photos, ½ to 1c, Pub.

**Telegraph Delivery Spirit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members, James Madison Aubery. ¼c, Pub.

**Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500-2000. Jerome T. Shaw. ½ to 1c, news items 25c inch, fillers ¼c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.

**Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Bramson. \$10 page (2 col. 10 in.-10 pt.), Pub.

**Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. Corina Daugherty. ¼c, Pub.

**Underwear and Hosiery Review**, 93 Worth St., New York. (M) Worn and correspondents in principal cities. News and merchandising features. Bertram M. Leihar. 1½ to 2c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (M) Correspondents in principal cities provide news coverage. Fair rates, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston. ¼c, poems \$1 to \$2.50, Acc.

**American Boy**, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, pseudo-science, sports, detective, humor; fillers 300 with action photos on achievements of boys. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Girl**, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories preferably of newspaper carrier boy characters, by authors familiar with subject, 2000-3000. Bradley Welfare. \$10 per story, Acc.

**Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Winter short-stories 1800 to 2000, serials, articles, miscellany, 1/3c up, Acc.

**Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls 6 to 12. Short-stories 700-1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. ¼c, Acc.

**Boy's and Girl's Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 25c to \$1, Pub.

**Boys' Comrade**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Pub.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1½c up, Acc. (Well stocked.)

**Boys' World**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 to 2400 each, scientific news items with photos; successful boys (photos), occupation items, 500; verse, 12 lines. D. C. Cook, III, Ed.-in-chief; Thos. S. Huntley, Mng. Ed. Good rates, Acc.

**Canadian Boy**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ¼c, Acc.

**Canadian Girl**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. ¼c, Acc.

**Cargo**, M. E. Church South, 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-4000, serials 4 to 8 chapters, articles 500-1200, striking photos. Rowena Ferguson. ¼c up, Acc.

**Catholic Boy**, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200 to 2500; articles for boys. J. S. Gibbons. ¼ to 1c, Pub.

**Catholic Girl**, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About ¼c, Pub. (Overstocked.)

**Challenge**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greens. ¼c, verse \$1 to \$2.50, Acc.

**Upholstering**, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Indefinite rates, Pub. (Not in market.)

**Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ¼c, photos \$1, Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Official publication of Wallpaper Institute. Uses limited amount of merchandising material and news. Ralph O. Ellsworth, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler, 1c, Pub.

**Western Beverage**, 627 Mills Bldg. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, mng. ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Rohit, J. Pritchard. Query on features. Good rates, Pub.

**Western Confectioner and Ice Cream News**, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. H. H. Marquis. 25c inch, Pub.

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ½ to 1c, Pub. (Overstocked.)

**Children's Leader**, Amer. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (M-10) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M., Acc.

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

**Child's Own**, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ¼c, payment quarterly.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; Bible puzzles, Charles G. Trumbul; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500; serials 30,000-40,000; illustrated articles 1000-2500; fact items 200-1000; verse. A. D. Moore. Fillers ¼c up, fiction 1c up, verse \$5 to \$1, Pub.

**Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (2M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About ¼c, verse about 15c line, Pub.

**Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. Miss Rowena Ferguson. ½ to 1c, Acc.

**Forward**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900. John T. Faris. 50c per 100 words, Acc.

**Friend**, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 2 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

**Front Rank**, The, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

**Girlhood Days**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Wholesome short-stories 1800 to 2000; serials; miscellany. ¼c up, Acc.

**Girls' Circle**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

**Girls' Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 1000; editorials 100 to 400. Margaret M. Stone. Good rates, Acc.

**Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

**Institute Leaflet**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200, serials, verse. Rev. D. B. Rogers. 3/4c, payment quarterly.

**Jewels**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. 3/4c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pfau Fisher. 3/4 to 1c, photos \$1 to \$3, Acc. (Slow.)

**Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12, short-stories, serials, verse. Miss Mabel Hanson. 3/4c, Acc.

**Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1500 to 1800; serials, verse. 3/4c, Acc.

**Junior Weekly**, Methodist Book Concern, 420 Plum St., Cincinnati, Ohio. Children, 9 to 12. Short-stories, verse. Ethel L. Smither. 3/4 to 1c, Pub.

**Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

**Little Folks**, The Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn. 3/4c, Pub.

**Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, Kay Kamen, Ltd., 1270 6th Ave., New York. (M-10) Not in the market.

**Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 3/4 to 3/4c, Pub.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

**Onward**, United Church Publications, 229 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. 3/4c, Pub.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. 3/4c up, Pub or Acc.

**Our Boys and Girls**, Evangelical Church, 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, serials. W. F. Peffley. Low rates, Acc.

**Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to 3/4c, Acc.

**Picture Story Paper**, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither. 3/4 to 1c, Pub.

**Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

**Pioneer**, The Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000; verse. John T. Faris. \$4 per M., photos 50c up, Acc.

**Playmate**, United Church Publications, 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. 3/4c, Pub.

**Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500-3000; serials 20,000-25,000; vocational, project articles on assignment; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Pub.

**Queens' Gardens**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handwork articles 300-1000; verse; editorials. John T. Faris. \$4 M., Acc.

**Scholastic**, 250 E. 43d St., New York. (W-10) Articles, essays for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould. 1c, Pub.

**Shining Light**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 300-800; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

**St. Nicholas**, 419 4th Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Chesla Sherlock; Vertie A. Coyne, associate. 1c up, verse 25c line. Pub. (Overstocked.)

**Stories**, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Elizabeth S. Whitehouse. Up to 3/4c, verse 25c for 4 lines, Acc.

**Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700; articles and suggestions for playthings children can make 100 to 300; verse. Agnes Kennedy Holmes. 3/4c, Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems. L. Parker. 1c, Pub.

**Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 600; verse. Miles W. Smith. \$4.50 per M., Acc.

**Sunday Companion**, The, 261 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Sunday School Messenger**, Evangelical Church, 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories, serials. W. F. Peffley. Low rates, Acc.

**Target**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500-3000; serials of character development 20,000-30,000; articles with photos 1200-1800; editorials 300-700; verse 8 to 20 lines; fact items, fillers, 200-500. Alfred D. Moore. 3/4c to 1 1/4c, verse \$2.50 up, Pub.

**Two to Teens**, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell. 3/4c, poems 10c line, Pub.

**Watchword**, The, 240 W. 5th St., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Optimistic, constructive short-stories 400-1200, serials 6000, verse. 1c up, verse 25c line, Acc. (Overstocked.)

**What To Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rate, Acc.

**Young America**, Eton Pub. Corp., 32 E. 57th St., New York. (W-10) Boys and girls 8 to 18, short-stories 850-900; serials 10,000, mystery, adventure, humor, sports, historical, etc.; cartoons. Louis A. Langreich. Serials \$25 up, shorts \$7.50 up, gag cartoons \$5, Pub.

**Young Canada**, Presbyterian Publications, 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000, short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500; fillers; verse up to 20 lines. N. A. MacEachern, M. A. Indefinite rates, Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher. 3/4 to 1c, Acc.

**Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. 3/4c, Acc. Verse, no payment.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

**Young People**, The Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

**Young People's Paper**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 13 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader**, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories 2000, verse. Rev. D. B. Rogers. 3/4c, payment quarterly.

**Youth's Comrade**, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.



# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

*Knockout*, 205 E. 42nd St., New York, a new bi-monthly magazine of Popular Publications, offers a market for short-stories of the prize ring, 2000 to 6000 words in length, and novelettes from 8000 to 10,000 words. William Fay is editor. Rates, 1 cent a word, on acceptance.

*The Lone Ranger*, 125 E. 46th St., New York, is a new Western magazine announced for appearance in February by the Trojan Publishing Co. It will be edited by Samuel Bierman, who will be remembered as editor of *Two Gun Stories* and others published a few years ago in Chicago. Mr. Bierman writes: "The feature story will be a 40,000-word novel based on the well-known radio sketch and will be on assignment only. There will be four or five additional shorts up to 5000 words each, also fact and biographical sketches up to 500 words. Policy for shorts will be fast action, with the girl complications, if any, kept in the background. An occasional humorous short could also be used. Rates, to start with, will be 3/4 cent per word, on acceptance. I would like to reestablish contact with former contributors to the Chicago publications under my editorship."

Jane Littell, editor of *Love Book Magazine* and *Four Star Love Magazine*, 205 E. 42nd St., New York, (Popular Publications) comments in a recent letter: "These magazines are twins, but with a difference. I want very nearly the same sort of glamorous young love stories for *Four Star Love* as I do for *Love Book*, but if you will read the first issue of the latter carefully you will see wherein the stories differ. It is a difference I want to maintain. Rates are the same, one to two cents a word on acceptance. I find I have almost no use for verse. All stories in both magazines are complete—lengths, 3000 to 10,000, no longer. I don't like marriage-at-first-sight stories for either magazine, or love at first sight either, unless it is so superlatively done that I cannot resist. I want no sex or first-person stories."

*Globe*, the International Magazine, 1033 Lincoln Ave., St. Paul, Minn., which will appear with a January issue, is devoted to travel, romance, adventure, world interest, and world excitement. J. W. G. Dunn, Jr., editor and publisher, writes: "We publish: (1) Short-stories up to 2000 words, with a definite local color background and authentic, typical characters; (2) serials up to 10,000 words, with authentic 'place' settings; (3) short verses, appreciations of various places in the world, also translations of foreign verse; (4) feature articles and reports on places and milieus and their people—characteristic aspects of life and background in all parts of the world, up to 2000 words. We use photographs, dramatic and artistic, of people in settings all over the world. The general type of material desired is picturesque, authentic, and local, revealing the characteristic aspects of place and people. Rate of payment is 1 cent a word on acceptance, and two weeks are required for reporting on manuscripts."

*Young People's Friend*, *Boys' and Girls' Comrade*, and *Shining Light*, juveniles of the Gospel Trumpet Co., Fifth and Chestnut Sts., Anderson, Ind., are now edited by Ida Byrd Rowe, who succeeds L. Helen Percy.

*Coronet*, 919 N. Michigan Ave., Chicago, the new art and cultural magazine launched by the publishers of *Esquire*, sends the following brief outline of its requirements: "Articles of 'believe-it-or-not' type, 1500 to 3000 words; essays on cultural subjects, same lengths; short-stories on any subject except sex, 1000 to 3000 words; fact items, fillers, 100 to 400 words; photos." Payment is on acceptance "by the piece," with an average around \$100 per article or story.

*Silk Stocking Stories*, 381 Fourth Ave., New York, is the title of the new sophisticated love-story magazine announced by Ultem Publications, Inc. It uses stories of adolescent problems, and young love, with somewhat sexy angles, in lengths from 1000 to 1800 words. It promises rates of 2 to 3 cents a word on acceptance, though its companion magazine, *Movie Humor*, pays low rates on publication.

*Ace Detective*, 67 W. 44th St., New York, of the Magazine Publishers group, is seeking well-plotted stories with plenty of characterization, novel angles, and interesting and unusual detection. Mary Lou Butler, associate editor, writes: "While we do not want an action-for-action's-sake story, that does not mean we are not looking for a closely knit yarn with plenty of well-motivated action. It is very important, too, that the characters be clearly delineated. There is no restriction on the hero type." Lengths range from 10,000 to 14,000 words for novelettes, shorts from 4,000 to 6,000, and short-shorts from 1000 to 3000. Payment is at 1 cent a word or better, on publication.

*Star Sports Magazine* and *Best Sports Magazine* are new members of the Western Fiction Publishing Company group, which has moved from 11 W. 42nd St. to RKO Bldg, Radio City, New York. S. Charles Goodman, editor, writes: "*Star Sports Magazine* features ten short-stories in each issue, of various lengths, 5000 to 10,000 and 12,000 to 15,000 words. *Best Sports Magazine* uses lengths of from 5000 up to 20,000 words. Stories may be of any popular sports, and it must be very evident that the author knows his game. We've turned down many a well-written story because we want a modern-styled O. Henry twist to leave an impression upon the reader's mind." Payment is by arrangement. Other magazines of the group, affected by the change of address, are *Best Western Magazine*, *Quick-Trigger Western Novels*, *Western Fiction Monthly*, *Star Detective*, and *All-Star Adventure*.

Authenticated News Service, P. O. Box 326, Hollywood, Calif., writes: "We are now opening a department for feature writers, columnists, and cartoonists, who are now turning out newspaper feature syndicate material; also for those qualified to submit such material to new markets. Tell all in first letter but do not send samples until notified. Address inquiries to Vance Chandler, Syndicate Editor."

*Two-Gun Western Novelets Magazine*, RKO Bldg., Radio City, New York, a new bi-monthly magazine of the Western Fiction Publishing Co., edited by S. Charles Goodman, uses only Western novelettes of from 10,000 to 15,000 words. Rates are by arrangement.





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**IF YOU'RE A PROFESSIONAL**, or sell occasionally, I'll handle your work on straight commission if you sold \$1,000 worth of fiction in last year; if you sold \$500. worth in last year, you're entitled to 50% reduction above reading fee rates.

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Literary Agent

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## ED BODIN'S EDITORIAL

Effective January 1st—Ed Bodin will not submit manuscripts to markets paying less than a cent a word. During the depression there was some excuse for authors taking lower rates—but business has now reached a point where magazine publishers can afford the cent a word minimum; and authors can afford to hold for it.

Ed Bodin believes that cut rate authors and agents reap lowered prestige in normal times. An editor paying good rates doesn't like to see his authors featured in competitive magazines paying low rates.

Editors respect authors and agents who don't beg, but who believe in value for value received as well as pride of craftsmanship. Writing must remain a dignified profession.

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Newsstand Publications, which are closely associated with Western Fiction Publishing Co., have moved with the latter from 11 W. 42nd St. to RKO Bldg., Radio City, New York. Magazines included in the move are *Western Novel and Short Stories* and *Complete Western Book*, edited by Martin Goodman.

*The Crutch and Cane Magazine*, Alfred Street P.O., Box 96, Detroit, Mich., is edited by Harry E. Smithson, who writes: "We want success stories that concern individuals who have experienced a disease or injury and who have overcome or are successfully overcoming their handicap, either physically or in the restoration of an earning capacity. Articles must be authentic, inspirational, and descriptive of those factors contributing to rehabilitation. Also, we are interested in manuscripts concerning organizations, private and public, that are contributing a benefit to the social, physical, economic, or community welfare of the physically handicapped. Articles dealing with the best use of leisure time, as well as humorous wash drawings on 'Outwitting Handicaps,' are considered and needed. Manuscripts should not be over 2000 words in length and, if possible, photographs should accompany articles. We report on material within three weeks and pay \$5 to \$12 per contribution on acceptance."

*American Forests*, now located at 919 17th St., N.W., Washington, D. C., uses feature articles on forestry subjects—recreational, wildlife, logging, exploration, adventure, and allied types, in lengths up to 2000 words. It is overstocked with short items and fillers. Ovid Butler, editor, pays 1 cent a word and up, on acceptance.

*Information, Please!*, 78 Christopher Street, New York, is a new monthly magazine, bearing the subtitle, "A magazine dedicated to the advancement of cultural education." Stanley S. Boressoff, assistant editor, writes: "We use short shorts of 1000 words; one-act plays of the same length, and articles concerning the arts. Articles may be from 350 words to 1500 and should be on matters which are controversial and on which most readers are not well informed—a back-stage slant on all the arts. We pay 1 cent a word after publication."

*Voyager*, 5 Beekman St., New York, is now edited by Demie Genaitis, who writes: "We are interested in feature articles and stories on Barbados, Eastern South America, shipboard life, Miami, Vienna, Bermuda, Nassau, Cuba, Jamaica, England, and France. We do not use 'travelogues'—e.g., stuff like, 'I went to the country and saw a beautiful country cow.'" Preferred lengths are from 500 to 1500 words. Payment is at \$20 for articles with photos, \$15 for articles without photos, on publication. Reports are made, it is stated, the second week of the month.

*This Week*, 420 Lexington Ave., New York, sends the following revised statement of requirements: "Adventure, romantic, mystery short-stories, 1500 to 5000 words; short articles on popular science, adventure, glamorous personalities, and subjects that make for a better America, 1000 to 1800 words, with photos; fillers on all these subjects, from 200 to 1000 words." Mrs. William Brown Meloney is editor of *This Week*, which pays first-class rates on acceptance.

*America*, 329 W. 108th St., New York, a Catholic weekly review of news, uses articles, essays, verse, and news items relating to current news, particularly from the religious standpoint. Francis Talbot, S.J., is editor. Payment is at 1 cent per word on publication.

*Musical Courier*, 113 W. 57th St., New York, informs a contributor that it has suspended the publication of any articles, reserving the space for news stories.

*Young Love*, 149 Madison Ave., New York, is a new magazine of the Dell Publishing Company, devoted to the same type of fiction as *Sweetheart Stories*, but with a slant toward younger girls. Dell rates are 1 cent a word, on acceptance.

*Christian Herald*, 419 Fourth Ave., New York, an interdenominational religious magazine for adults, edited by Daniel A. Poling, considers short-stories and articles of 2500 words, and serials of about 50,000 words, also verse of two or three stanzas length. Payment is at 1 cent a word up, on publication.

Henry Holt and Co., formerly at 1 Park Ave., New York, have moved to larger quarters at 257 Fourth Ave., where, on three floors of the Gramercy Park Building, they will have both their publishing offices and shipping rooms.

*Recap, A Magazine of World Affairs*, 1045 President Street, Brooklyn, N. Y., is a new monthly, edited by D. Stockton Stevens, dealing with international subjects from a non-fictional approach. No payment is made for material.

*The House of Youth*, 516 Yonge St., Toronto, Canada, a magazine for youth, denies the charge of failure to report on material, which was made by a contributor quoted in the November A. & J. Mabella Roen Garrett, publisher, writes: "All correspondence is duly taken care of, manuscripts get a sympathetic report, and all encouragement possible is held out to anyone submitting a manuscript here."

*World Events*, News Bldg., 220 E. 42nd St., New York, advertises for amateur photographic prints, stating: "We pay \$2 for good action and still shots of interest—last minute events, human interest, celebrities, catastrophes—together with title and story. Must be at least 3¼ by 4¼."

A magazine to be sub-titled, "*The Voice of a Nation*," will be launched by The Hungerford Associates, 350 Madison Ave., New York. For the most part it will be made up of voluntary letters, but Herbert Hungerford, editor, announces that material will be purchased for certain departments. "One of these will be 'Wise-cracks of the Month.' We will pay \$3 for each wise-crack accepted. Another will be 'Nominations for the Bunk Peddlers Union,' for which we shall also pay \$3 apiece. These nominations are not to be specific individuals but types of human pests. To offset this department we will have another called 'Loving Cup Limericks,' for which we will pay \$3 for each toast in limerick form to some person whom the writer believes deserves a bouquet. There will be other somewhat similar sections throughout the magazine."

*The American Countryman*, Weston Vermont, is projected as a quarterly to begin publication in 1937. Vest Orton, editor, announces that it will be in the market for articles and essays of from 1000 to 3000 words—"material that will make the reader feel in the country," and that payment will be at ½ cent a word on publication.

*The Adjuration Monthly*, recently announced by an organization from P. O. Box 13, Stoneham Branch, Boston, is not going to be published, according to a letter to a contributor, stating that plans have been dropped for lack of support.

*North American Trapper*, P. O. Box 663, Charleston, W. Va., Charley Ray West, director, writes: "We are open for material concerning hunting, fishing, woodcraft, wild life, fur farming, and aids in propagating our fur-bearing animals. Suitable photos also are needed. All material must be restricted to North America. Writers who know their subjects can sell here. Rates are not high, but on acceptance, and in proportion to the actual value of the manuscripts bought."

*The Current Digest*, 152 W. 42nd St., New York, announces that beginning with the January issue, it will carry original non-fiction in lengths from 1500 to 2000 words. Payment, according to Mary Theresa Gronich, editor, will be at from 1/2 to 1 cent a word on acceptance.

*The Improvement Era*, 50 N. Main St., Salt Lake City, Utah, an organ of the Mormon Church, announces itself as "a general magazine for family reading." It includes fiction, poetry, current news, essays, feature articles, etc., but at present, according to Richard L. Evans, editor, is overstocked except for short short-stories of 800 to 900 words. Payment is at 1/2 cent a word, on acceptance.

*Mickey Mouse Magazine* is now published by Kay Kamen, Ltd., 1270 Sixth Ave., New York. It is not in the market for material.

*Young America*, 32 E. 57th St., New York, sends the following revised schedule of its requirements, rates of payment, etc. Short-stories of 850 to 900 words for boys and girls from 8 to 18 years of age; serials of about 10,000 words—mystery, adventure, humor, sports, and historical themes; cartoons. Payment, according to Louis A. Langreich, editor, is at \$25 and up for serials; \$7.50 and up for shorts; \$5 for gag cartoons, on publication.

*The Home Craftsman*, formerly at 63 Park Row, is now located at 115 Worth St., New York.

*The Jewish Forum*, 305 Broadway, New York, fails to report on or to return manuscripts, according to a contributor, who adds: "A personal visit to the office results in refusal to discuss manuscripts and the statement, 'We did not ask you to submit manuscripts.'"

*Sports Illustrated and The American Golfer*, 23 E. 57th St., New York, is now edited by John Escher, who succeeds Ronald Kirkbride.

*Real Detective*, 444 Madison Ave., New York, is now edited by Arthur Medford, who succeeds R. W. Mickam.

*American Cookery*, 221 Columbus Ave., Boston, "is still in business and expects to be for some time to come," writes R. B. Hill, business manager. The reason for the return of a manuscript addressed to it, with the post office notation, "Return to Writer," which was recorded in the October A. & J., remains a mystery.

*Best Love Magazine*, RKO Bldg., Radio City, New York, is a new love-story magazine published by Martin Goodman of Newsstand Publications. Rates by arrangement.

*American Newspaper Boy*, 416 N. Marshall St., Winston-Salem, N. C., using short-stories preferably dealing with newspaper carrier boy characters, in a communication from Bradley Welfare, editor, stresses that fact that such stories should be undertaken only by authors thoroughly familiar with modern newspaper boy work and rules. Payment is at \$10 per story of 2000 to 3000 words, on acceptance.

*The Sunday Worker*, 50 E. 13th St., New York, uses feature stories and reportage, in lengths of 1200 to 2200 words, and short-stories of 900 words or less. Material should be presented from the proletarian angle. Payment for contributions is nominal, about \$5 per printed page.

*Mothers' Activities*, formerly at 1012 S. Wabash Ave., Chicago, has been absorbed by *Parents' Magazine*.

*Good Housekeeping*, 57th St. and Eighth Ave., New York, writes: "We really don't need a thing just now."

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If your manuscript is accepted for submission to the studios, your fee is returned immediately. You pay ten per cent when sold. If revision is necessary, I suggest revision and work with you, reading revised versions without further charge. If your story cannot be slanted for the movies, I tell you **WHY** and guide you practically for future work.

Fees for consideration of your material, \$10 minimum on any story or idea. If manuscript is over 10,000 words add \$1 for each additional 1000 words. Novels and plays, \$25.

Check for consideration fees and return postage, insured, must accompany all manuscripts. Positively no exceptions to this policy.

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*Young People's Paper*, published by The American Sunday School Union, 1816 Chestnut St., Philadelphia, Pa., is principally a story paper for young people from sixteen to twenty-five. Writes the editor: "We want good, clean, character-building fiction, with helpful lessons and wholesome atmosphere woven into the stories. There is a hearty welcome for the spiritual type of story written so that up-to-date young people will feel the stirring challenge of the Christ-life. Short stories may be up to 3000 words. We also use serials, preferably not more than six installments. We publish a variety of articles . . . short articles of from 200 to 800 words, which may be used as fillers; longer articles up to 2500 words on interesting persons, Biblical and historical subjects, worth-while accomplishments of young people; or news of our fields. We use photographs or drawings for illustrations. Payment is at 1/2 cent a word, on acceptance."

Mark T. Pattie, editor of *Scarlet Confessions*, *Scarlet Adventuress*, *Detective and Murder Mysteries* and *True Gang Life*, magazines of Associated Authors, 1008 W. York St., Philadelphia, writes: "Since our reorganization of a few months ago and my appointment as editor of four of our magazines, payment for material has been made promptly on publication. Authors have had their checks before the magazines reached the news stands, and this policy will be adhered to in the future." The company also issues *Paris Nights*. It still owes considerable sums to authors for material published prior to the reorganization mentioned by Mr. Pattie.

*Picture World*, 1816 Chestnut St., Philadelphia, Pa., published by the American Sunday School Union, desires stories and incidents of from 400 to 800 words, impressing such moral and religious truths as appeal to children under twelve. Verses are also acceptable. Manuscripts dealing with seasonal topics and special days, such as Christmas, Easter, etc., should be in the editor's hands at least five months before the date with which they are concerned. Payment is made at \$3 to \$4 per thousand words, verse, 50 cents a line, about the 10th of each month for manuscripts accepted during the month preceding.

*The Musician*, formerly at 15 E. 38th St., is now at 113 W. 57th St., New York.



## PRIZE CONTESTS

*Modern Romances*, 149 Madison Ave., New York, of the Dell group, offers a first prize of \$1500, three second prizes of \$1000 each, a third prize of \$800, three fourth prizes of \$500 each, seven fifth prizes of \$350 each, and three sixth prizes of \$250 each, for real-life stories. Stories must be written in the first person, typed on one side of paper or written legibly in ink, with name and address on upper left-hand corner of first page, number of words on upper right corner. All stories must be original and previously unpublished. All stories must be based on facts that have happened either in the writer's own life or in the lives of friends or acquaintances. No length limits are mentioned. The contest closes March 31, 1937.

State Teachers College, Cape Girardeau, Mo., announces the Midwestern Folk Drama Tournament of 1936-37, consisting of a playwriting contest and a presentation festival. Awards are as follows: In the open playwriting contest, a prize of \$5 will be given for best one-act folk play by any writer in the United States, except resident students in colleges and universities eligible to compete in the intercollegiate division. In the intercollegiate division, colleges and universities in 35 mid-western states are eligible to compete. Detailed list of these states and other rules may be obtained by writing to Lealon N. Jones, State Teachers College, Cape Girardeau, Mo. The closing date for entries is February 15, 1937.

Banner Press, Emory University, Atlanta, Ga., offers a prize of \$15 for adults and \$10 for persons of 16 and under, who send in the best statements, about 10 words in length, of reasons for including any individual women among the fifty immortals covered in its recently published volume, "Fifty Famous Women," by Clyde Robertson.

*Photoplay*, 122 E. 42nd Street, New York, awards prizes of from \$15 to \$1 for the best eight letters on photoplay subjects or stars received each month. Letters should be brief, but there are no specific rules. Address: "Boos and Bouquets," department.

Eugene O'Neill, dramatist, has been awarded the 1936 Nobel Prize for literature, the greatest of all literary awards, which has previously been won by only one other American, Sinclair Lewis, in 1930. The prize this year amounted to \$45,000.

Harper and Brothers remind authors who are working on novels for the eighth biennial Harper Prize Contest (\$7,500) that the closing date is February 1, 1937. Sinclair Lewis, Thornton Wilder and Louis Bromfield will serve as judges.

Wallace Stevens has been awarded *The Nation's* poetry prize of \$100 for 1936, for his poem, "The Men That Are Falling."

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# Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR

## THE "HANDOUT" PROBLEM

FOR several years, back in the "old days," a Chicago woman wrote for business magazines—in twenty different fields. She was moderately successful.

"Then I was out of the writing game (that end of it at least)," recently she told *THE AUTHOR & JOURNALIST*, "for a period of ten years. When, a few months ago, I decided to return to writing, naturally I thought first of my old contacts. I found many of the publications out of business. The others sent back material nearly as fast as I submitted it, with such general comment as, 'Overstocked,' 'If you haven't sold this in two or three months, let us see it again,' 'Not just now—too much material on hand.'"

"After months of this, I was rather discouraged, because I wished to make a career of writing. During this period, when rejections were so numerous, *THE AUTHOR & JOURNALIST*, and other publications for writers, were announcing that the very publications which were rejecting my articles were in need of the same sort of material! Frankly, I felt I had slipped—that my work was no longer up to standard.

"I happened one day to contact the office of the Merchandise Mart in Chicago, seeking a small desk space. The employee referred me to the building's own news bureau! When I went to this office, I received a shock that closed forever my attempt to write material for trade-paper editors.

"There, on the office walls, were editorial pages of every magazine I had ever written for (and was still trying to sell). There, hard at work, were six men—grinding out news stories of the same kind I had been writing, which publications, instead of paying one cent a word for, received gratis!

"I inquired further. Yes, it was publicity for the manufacturers, but such subtle publicity that even if the editor normally would object to 'publicity stuff,' he could find no objection to it. The stories were not written from the manufacturer's point of view at all, but around a product, a piece of merchandise that was going over in a big way in a retail store. This publicity was a part of the service given to lessees in the Merchandise Mart.

"If I controlled any editorial pages of any trade magazine, I was told, the department would be glad to let me write the stories at one cent a word. Otherwise, their own men covered all the 'open fields.'

"Can you blame me for being 100 per cent discouraged and disgusted? I do not suppose that every trade paper uses stories from this bureau, but when its material, illustrated with fine photographs obtained without sparing expense, is offered in competition with mine, free, is it any wonder that I find it hard to sell?

"Why, I wonder, do *THE AUTHOR & JOURNALIST* and other publications for writers, publish the alleged needs of trade papers, and burn holes in the pockets of writers?"

The name appended to this letter, familiar to the department editor, is of a writer who has specialized in style and other material based in considerable degree on information obtained from manufacturers. The result is that, in far greater measure than most

business writers, she comes in competition with the Merchandise Mart publicity service.

Unquestionably with the depression came a let-down in the general business magazine attitude toward free publicity. Far more "hand-outs" have been used. Even old-established, leading business magazines have published articles by executives of large concerns whose advertisements they carry.

However, the trading-up trend is now marked. Business editors are buying many articles from professional writers. Such hand-out situations as the subscriber reports are obstacles, but there is still plenty of room for the enterprising and persistent writer.

## MARKET TIPS

### In the Trade, Technical and Class Journal Field

The Ziff-Davis Publishing Co., 608 S. Dearborn St., Chicago, publishers of *Popular Aviation* and *Mail Order Journal*, write: "We are in the market for material for a new magazine which will be launched shortly after the first of the year. Full details are not yet being released. However, one important phase of this new magazine will be the subject of photography, and we will need non-fiction articles dealing with both still photography and cinematography, also color photography. The articles must be of a technical or semi-technical nature, written in fairly simple language. Squibs can vary from 100 to 500 words, articles from 1000 to 3000. Ghost-written articles from important photographers will be very useful. Articles, of course, should include illustrations wherever possible. We will also be in the market for a limited number of good or unusual photographs of all types, including color photographs. Home construction articles dealing with cameras, enlargements, dark room activities, etc., will be needed. The writer (B. G. Davis) will be glad to confer with any contributor in advance, regarding proposed articles." Rates are not stated, but the company pays 1/2 and 1 cent a word for its other magazines, on publication.

Cleaners' Publishing Service, P. O. Box 403, Fargo, N. Dak., Harold E. Flint, editor, writes: "We publish a house organ which is distributed by dry cleaners to their customers, and are in need of terse, unusual, original filler material. Humorous anecdotes, home-hints, shop notes, all are welcome. Items of the Ripley and Hix type will also be used, but they must be original with the writer and accompanied by proof. From 50 to 150 words is a good length. Basis of appeal in our house organ is *originality*. We want no recipes from Aunt Sally's cook book, no jokes clipped from a 1907 issue of *Youth's Companion*. Payment will be low, but prompt on acceptance."

*Model Maker*, 7611 W. State St., Milwaukee, Wis., pays on publication, at approximately 1/2 cent a word, for 2000-word articles on model engineering, by which is meant working power models, such as working steam model locomotives, gas engines, power boats, and model stationary engines. A. C. Kalmbach, editor, reports that some material is submitted free for the general improvement of the model engineering field.

*House Furnishing Dealer*, 307 N. Michigan Ave., Chicago, is being suspended for the time being.

Mail addressed to the *Farmer's Family Guide*, Terre Haute, Ind., recently announced as a new newspaper for the farm family, has been returned by the Post Office, unclaimed.

*Fine Furniture*, Grand Rapids, Mich., has moved from Association of Commerce Bldg., to 155 Ottawa Ave., N. W.

*Western Furniture Retailing*, 2155 E. 7th St., Los Angeles, buys no material except on special assignment, according to P. W. Battelle, publisher.

*Southern Knitter*, Clark Publishing Co., Charlotte, N. C., uses technical articles on knit goods manufacture. Editor David Clark states: "Payment is on publication at rates governed by the character of the article."

*The Jewelers' Circular-Keystone*, 239 W. 39th St., New York, is overcrowded with manuscript at the present time, according to a letter received by a correspondent from A. Merchant Clark, editor.

*Bar & Grill Journal*, 105 W. 40th St., New York, will pay up to 1 cent a word for articles, 800 to 1200 words, pertaining to successful operation of bars, taverns, etc. Photos also are desired. "But don't send material of too general a nature which would apply to any retail business," warns G. H. Trimmingham, editor.

*The Feed Bag*, Milwaukee, Wis., has moved from 310 E. Michigan St. to 741 N. Milwaukee St. This is a good market for articles on out-of-the-ordinary sales methods, particularly from the northeastern quarter of the United States. Editor is David K. Steenbergh.

*Western Construction News* is now located at 333 Kearney St., San Francisco. Regular correspondents supply news material, and most articles are written by civil engineers. J. I. Ballard is editor.

*Mass Transportation*, 431 S. Dearborn St., Chicago, desires no more free-lance material, advises R. S. Torgerson, editor.

*Institutional Outfitter*, 612 N. Michigan Ave., Chicago, is not buying any editorial material at this time, we are informed by A. Engelsman, editor.

*Outdoor Amusement Magazine* is the new name for *Amusement Park Management*, 404 4th Ave., New York. This magazine is published only during the "outdoor months" of the year.

*Motor Ship*, 192 Lexington Ave., New York, is now known as *Motorship and Diesel Boating*. Editor L. R. Ford uses news items on Diesel powered boats, and short articles on marine Diesel performance.

*Modern Plastics*, 425 Fourth Ave., New York, works on an assignment basis only. Articles cover plastic materials, plastic products, uses, adaptations, etc. E. F. Lougee is editor.

*Shipping Management*, 404 Fourth Ave., New York, pays 1 cent a word on publication for articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms.

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